35 Cents

30th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 1, 1961

Campbell-Ewald finds viewer getting jaded in special qualitative tv study 31

NAB's convention next week in Washington to be held under government eye 77

Hostility greets Kennedy plan to revamp FCC, give chairman more power 52

FCC hearing on NBC-RKO swaps to feature rope-jumping by all concerned 54

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RADIO
s the
varmth of
constant
ompanion

Vho else shares so many
inutes with us . . .
o many times a day . . .
n so many places?
Vho else has this
amiliar sound we trust
nd turn to so often?
Only Radio creates this
onstant *companionship*
nd only Spot Radio
ts you choose
ime and place
o share in it.

OB	Albuquerque	KARK	Little Rock	WRNL	Richmond
SB	Atlanta	WINZ	Miami	KCRA	Sacramento
GR	Buffalo	WISN	Milwaukee	WOAI	San Antonio
GN	Chicago	KSTP	Minneapolis-St. Paul	KFMB	San Diego
FAA	Dallas-Ft. Worth	WTAR	Norfolk-Newport News	KMA	Shenandoah
DAL	Duluth-Superior	KFAB	Omaha	KREM	Spokane
PRC	Houston	WIP	Philadelphia	WGTO	Tampa-Orlando
DAF	Kansas City	KPOJ	Portland	KVOO	Tulsa
		WJAR	Providence		

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Did Caesar invade Gaul exactly at 8:00 A.M. Tuesday, March 28, 58 B.C.

No. Nothing happens precisely on the hour.

Nothing, ever. More than likely Caesar struck at 8:06—or 8:17 maybe. Whatever time, things just don't happen on the hour. To demonstrate: a massive KABL research study has proved that most people are driving and listening at two peak periods.

They are doing this at 5:23 and 6:09 p.m.

Only KABL schedules the news at these two unequalled listening times. And noted newscaster Franklin Pearcy makes news broadcastings for KABL at 5:23 and 6:09 p.m. respectively. Bay Area people now hear the news when everyone else is listening—on KABL at 5:23 and 6:09 p.m.

KABL Music

Other McLendon stations:

KLIF	KILT	WAKY	WYSL	KEEL	KTSA
Dallas	Houston	Louisville	Buffalo	Shreveport	San Antonio

KABL and WYSL are represented nationally by the Daren F. McGavren Company

KABL is the number one station in the entire San Francisco Bay Area*

**Pulse, Jan.-Feb. 1961*

the magnificent six

All six are magnificent on KABL . . . . for the full, composite six days a week, KABL is magnificently *first* in San Francisco's newest January and February Pulse.

Monday through Saturday, KABL is a smashing first . . . . first overall, first in total quarter and half-hour firsts, first *by far* in the Pulse of San Francisco.

KABL

THE McLENDON STATION FOR SAN FRANCISCO

represented nationally by Daren F. McGavren Co., Inc.

Music

DIAL 960

again the only good music station in the history of radio to gain first place in a metropolitan market

OTHER McLENDON STATIONS

KLIF, Dallas • **WYSL**, Buffalo • **KILT**, Houston • **WAKY**, Louisville • **KTSA**, San Antonio • **KEEL**, Shreveport

And exclusive sales representative for **XEAK**, Los Angeles

It's TV homes that count!

. . . and Channel 4 delivers them

KRLD-TV reaches more homes in the great Dallas-Ft. Worth market than any other station. The March, 1961, ARB Market Report shows KRLD-TV's average quarter-hour homes reached from 9 a.m. to midnight, Sunday thru Saturday, to be **33.4%** greater than Station B, **49.7%** greater than Station C and **276.9%** greater than Station D.

Reach The Dallas - Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

CBS blockbuster

What could be blockbuster announcement is being prepared by CBS-TV network for its affiliates when they hold their annual convention this week (see page 126). It's new affiliation contract and station compensation plan, designed to make network business more competitive with spot in eyes (and pocketbooks) of affiliates. Handicap CBS-TV is trying to overcome is that affiliates get 30 percent of their rates on network business but 70 percent on spot, thus are inclined toward spot when they have to make choice. Network hopes to improve its odds by new sliding-scale arrangement which could give affiliates up to 60 percent.

Getting the breaks

ABC-TV Network officials naturally hope extra ten seconds they plan to add to affiliates' nighttime station breaks will help entice some important affiliates away from other networks. They claim others have written business on basis of 30-second breaks and hence could not expand to 40 for at least a year. But NBC and CBS poopoo that idea. CBS officials say their advertiser contracts are cancellable on six-months' notice and therefore longer breaks could be installed on that notice. NBC authorities say their contracts don't even mention length of breaks—that they're written in terms of "approximate" hours and half-hours being sold to advertisers—so that NBC would not have to wait at all. For all three networks, of course: there is important matter of "customer relations" to be considered.

Y&R and ABC meet

There was an unpublicized meeting between ABC-TV President Oliver Treyz and Young & Rubicam President George Gribbin last week at which they reconciled virtually all their differences over ABC's 40-second-break plan (page 48) except one—the big one. Nub of dispute does not appear to be 40 seconds vs. 30 seconds so much as four or three commercials vs. two. Y&R has amassed figures, based on monitoring by broadcast advertisers reports, showing widespread triple-spotting within 30-second breaks; agency contends there'll be more triple and even quadruple spotting if another 10 seconds are added. ABC contends same records show only seven ABC primary affiliates did any significant prime-time triple-spotting in first quarter of this year and says six of these have since stopped. To ABC, issue boils down to question of whether you do or don't trust affiliates when they promise—as ABC says it has done—not to triple-spot in expanded breaks. ABC says it does trust them, hence has no thought of backing down on its plan.

Rating ferment

While ratings will not be on official NAB convention agenda next week it's bound to get plenty of smoke-filled room treatment and also may pop up at Wednesday FCC panel Q&A session. Madow committee report to House Commerce Committee, giving rating services reasonably clean bill on methodology, plus NBC Chairman Robert Sarnoff's proposal that audience measurement methods be recanvassed, plus FCC Chairman Minow's observation that ratings fall within pale of FCC's jurisdiction, plus latent Congressional interest, plus NAB President Collins' condemnation of shortcomings of ratings, add up to inevitable attack on whole problem with possibility that definitive action could come at NAB Board meeting in Washington next June.

Impromptu meeting on audience measurement was held during American Assn. of Advertising Agencies convention at While Sulphur Springs, April 22, related principally to Sarnoff suggestion that Advertising Research Foundation explore overall subject through special committee. Participants were NAB President Collins; A. W. Lehman, ARF managing director; Arthur Hull Hayes, president CBS Radio and Hugh M. Reville Jr., NBC vice president in charge of planning and research. Also actively discussed at White Sulphur Springs was suggestion by Richard A. Borel, director of tv, WBNS-TVColumbus, that industry undertake investigation of variation in ratings taken outside of metropolitan areas purportedly because of inadequate diary or other sampling.

No rigged FCC

There will be no rigged quiz at NAB's annual convention FCC panel in Washington on Wed., May 10. At briefing session last Monday with NAB executives, FCC members agreed that questions would be handled catch-as-catch-can with screening by NAB Board Chairman Clair McCollough, Steinman Stations, Lancaster, as moderator. It's presumed Mr. McCollough will eliminate questions on pending base but will not preclude questions on FCC's new crackdown program policies, promise vs. performance sophistry and other New Frontier approaches in rulemaking, as distinguished from adversary proceedings. Because of NAB convention, FCC will hold next week's regular Wednesday meeting on Thursday.

Stereo surge

Last-minute shifts in NAB convention agendas were taking place at weekend as stereo fm suddenly became one of top subjects! It's learned Zenith will demonstrate closed circuit stereo May 6 to fm sessions; RCA will have complete station stereo package on display, with delivery in June; Gates will have stereo exhibit; General Electric official will be wedged into engineering session to do stereo paper. Incidentally, many set and equipment makers, normally aloof toward fm, have indicated sudden interest in Washington convention.

Exploring party

Broadcast spokesmen had their first "exploratory" meeting with FCC staffers last Tuesday (April 25) on proposed new commission program reporting form (BROADCASTING, March 24). It was reported as very amicable discussion with staffers going over form and giving reasons for inclusion of specific questions. Industry group made no specific suggestions but some are planned at second meeting tomorrow (Tuesday). Underlying principle behind order will not be issue in discussion, it was stressed. Representing FCC were Kenneth Cox, Broadcast Bureau chief; Joe Nelson, chief of transfers and renewals; Ed Brown, chief of renewals ,and Hyman Goldin, economics chief. For industry were Vincent Wasilewski, NAB vice president; Robert Cahill, NAB attorney, Robert Booth, Federal Communications Bar Assn. president, and Frank Fletcher, FCBA past president.

Spectrum specialist

White House is moving toward appointment of radio spectrum expert to apportion spectrum between government and non-government users (BROADCASTING, April 17), but there's preliminary step necessary. First there must be consolidation of executive department's telecommunications functions now scattered (Interdepartmental Radio Advisory Committee, telecommunications office in Office of Civilian & Defense Mobilization, etc.) and this is seen in next two weeks.

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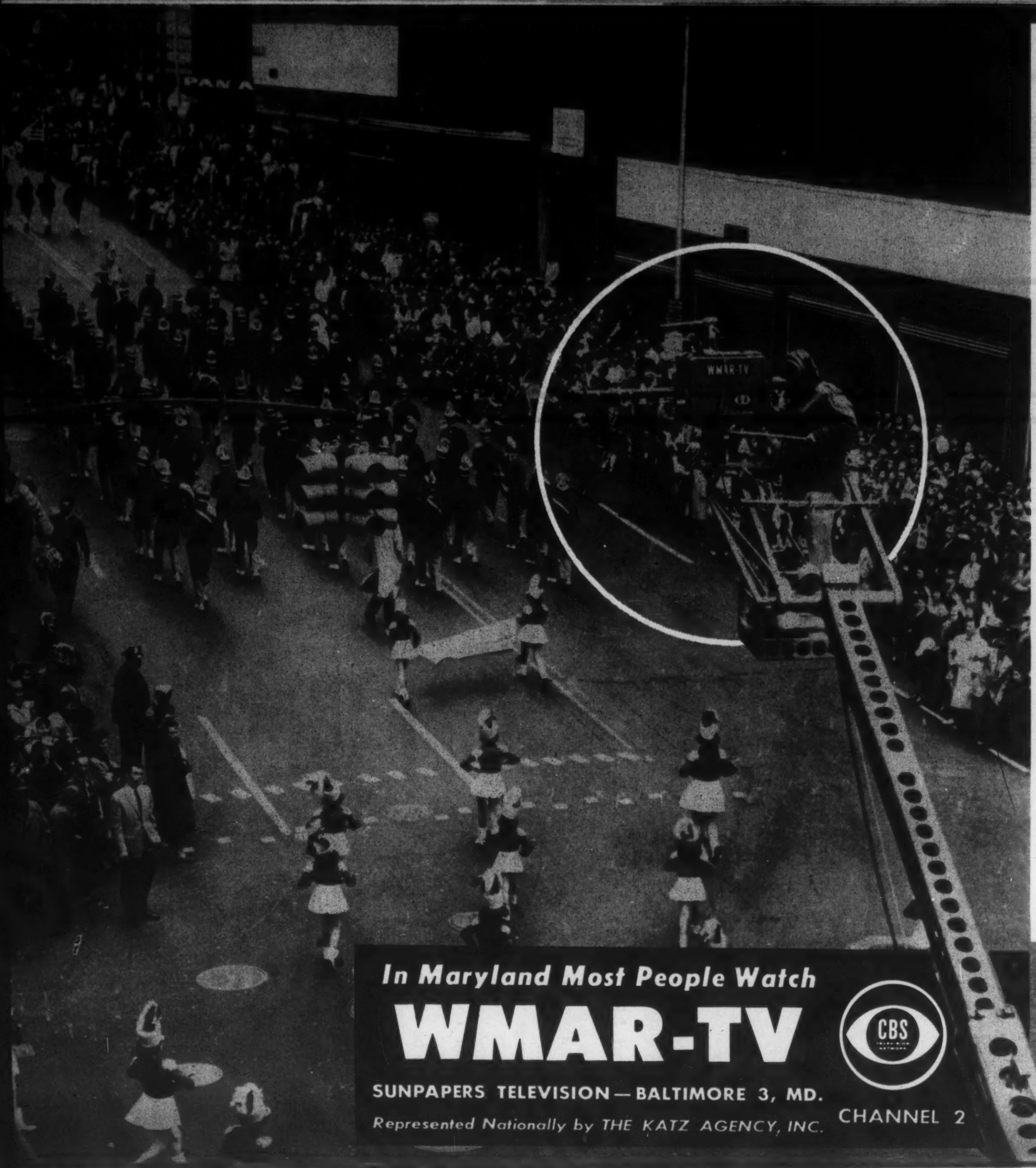

VIEWMANSHIP

THROUGH WMAR-TV PUBLIC SERVICE PROGRAMS

starts behind the camera!

Thousands of Oriole fans lined the route of their "Welcome Home" parade heralding the 1961 baseball season . . . and WMAR-TV was "on-the-spot" as part of its comprehensive Public Service Programming! Paul E. Burke, Exec. Director of the Maryland Traffic Safety Commission wrote: "*So many people called my attention to the wonderful telecast of the parade . . . you must have a tremendous viewing audience . . . which just goes to show WMAR-TV proved it could be done in '61 by televising this extravaganza . . . as usual Bozo did a terrific job making it possible for so many people to see the Oriole players and others on the camera. The Program Directors, the camera people and everyone concerned at the station should get a lot of satisfaction out of this very successful television coverage.*"

George Rogers and Sylvia Scott, popular WMAR-TV staff members, and "BOZO", Stu Kerr, (shown above), covered the parade.

In Maryland Most People Watch

WMAR-TV

CBS

SUNPAPERS TELEVISION — BALTIMORE 3, MD.

Represented Nationally by THE KATZ AGENCY, INC.

CHANNEL 2

WEEK IN BRIEF

All broadcasting will point toward Washington as NAB convention week (May 6-10) nears. A special section detailing events and convention features. See . . .

OFFICIAL, SIDEBAR EVENTS . . . 78

WHERE TO FIND IT . . . 80

TECHNICAL PAPERS . . . 82

MAJOR EXHIBIT DISPLAYS . . . 90

DELEGATES: WHO'LL ATTEND . . . 110

The television audience is getting choosy, Campbell-Ewald Co. finds in an extensive analysis of audience habits, with emphasis on what tv and advertisers must do in the next few years. An exhaustive, detailed study. See . . .

X-RAY OF TV AUDIENCE . . . 31

And now the FCC itself has complaints about the Washington regulatory picture. The cause—President Kennedy's plans to reorganize some commission functions, with the chairman given greatly enlarged powers. See . . .

JFK PLANS FCC OVERHAUL . . . 52

Who's No. 1 again? Procter & Gamble, as usual, heads the list of television advertisers, with estimated $101 million gross time purchases in 1960. Of this, $55 million was spot, according to TvB computations. See . . .

P&G TOP TV TIMEBUYER . . . 42

A major Madison Avenue agency, Young & Rubicam, ran screaming to the FCC last week. It asked for cooperation in "prevailing" on ABC-TV and its affiliates to cancel a proposed increase in station-break time. See . . .

Y&R HOLLERS 'COPPER' . . . 48

How much program power has FCC? This perennial question is discussed by Pierson, Ball & Dowd, law firm, in comments on the proposal to revise program reporting forms. The spectre of censorship is raised. See . . .

FCC'S POWER DISPUTED . . . 56

A pattern for the FCC's hearing in the RKO General-NBC station transfers, along with corollary issues, has been set out. All the problems have been sorted into five groups, with a score of pleadings involved. See . . .

FCC HAS MANY QUESTIONS . . . 54

Commercial, programming and engineering aspects of fm stereo broadcasting, recently authorized by the FCC, will be explored by the National Assn. of Fm Broadcasters. NAB will go into the problem of fm and technical sessions. See . . .

WHERE IS FM STEREO GOING . . . 123

Organized musicians have started what they term an "all-out effort" to force television stations into matching performance against profit in the field of live local programming, naming WWL-TV New Orleans. See . . .

AFM LASHES AT WWL-TV . . . 62

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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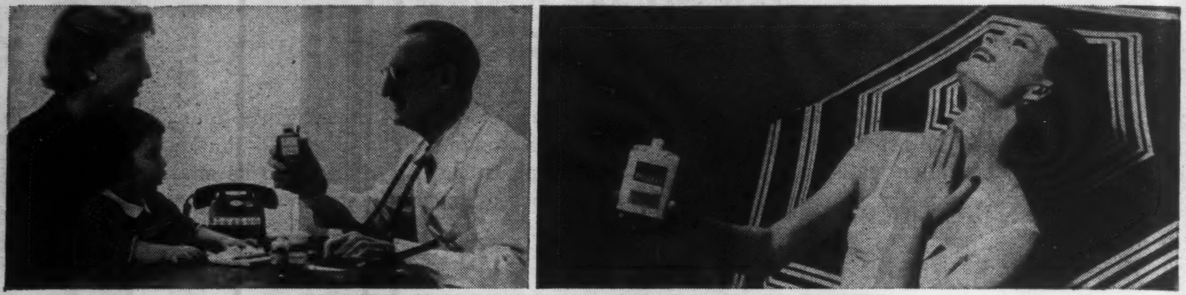
IF YOUR CLIENT IS THINKING OF SELLING DRUGS OR COSMETICS IN N. Y. C.

(and he should be; it's the biggest market in the U.S.)

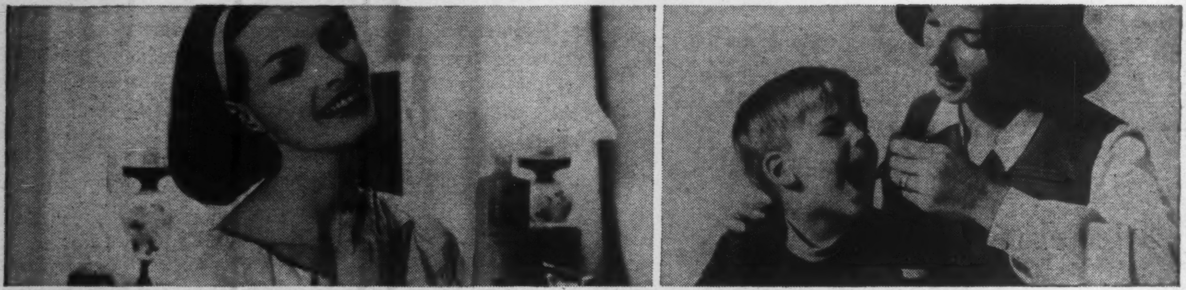


START WHERE THE SELLING IS EASY

(easier because the New York market is bigger than the next 3 combined)

START WITH WINSland

(the proven path for reaching these people)



WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)

WINSLANDERS are all alike in one respect. They buy and use drug and cosmetic products at a rate undreamed of in any other market. They are health and beauty conscious to the tune of over half a billion dollars a year. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell drugs or cosmetics, sell it on WINS, the station with the listeners who take care of themselves.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

Complete coverage of week begins on page 31
Late news breaks on this page and on page 10

AT DEADLINE

Etv unlikely to get commercial vhfs—Ford

RCA'S BURNS PROPOSES $2.5 BILLION PROJECT FOR ETV

Changes for educators to be assigned commercial vhf tv channels are slim despite FCC inquiry on that possibility in New York and Los Angeles, Commissioner Frederick W. Ford said Friday at Institute for Education by Radio-Tv at Ohio State U., Columbus (see story page 125).

John L. Burns, RCA president, who addressed National Assn. of Educational Broadcasters Friday, meeting in conjunction with institute, proposed $2.5 billion nationwide etv project. Such investment, he said, could "solve our basic national education problem within a decade," would buy 150 etv stations, closed-circuit systems for all U. S. schools, studios and tape centers to program for closed-circuit systems and tv receivers for over one million classrooms.

Mr. Ford intimated etv's future is more promising in uhf bands, noting all-band set legislation pending and FCC's proposed New York uhf experiment may be aids to etv.

FCC member praised broadcasters for advances in informational programming, but said violence in entertainment shows has offset gains. He asked broadcasters to advance national goals by improving programming, suggesting more educational, cultural and informational material. He felt educators and broadcasters can establish partnership that can change listening habits to point it would no longer be financial sacrifice to produce and broadcast such programs.

Specifically, Mr. Burns proposed five-point program of action for NAEB which would set up steering committee of national leaders. Committee would then: (1) draw up national plan for etv development; (2) prepare detailed budget proposals for public and private financing; (3) set timetables for build-up of open- and closed-circuit systems and tape-film libraries; (4) seek support of Dept. of Health, Education & Welfare, foundations and other interested principals, and (5) mount informational campaign to "persuade every American that failure to support this effort will mean forfeiture of our children's educational heritage."

Secrest Secret

Official eyes popped last week when security check questionnaire was received from Civil Service Commission listing James Dixon Secrest as "applicant for chairmanship of FCC." Mr. Secrest; executive vice president of Electronic Industries Assn., Washington, was besieged with calls regarding confidential inquiry. He promptly notified CSC (with copy to FCC Chairman Minow) that he is not and has never been applicant for FCC chairmanship and that inquiry presumably was confused with security check on his status as member of National Industry Advisory Committee established by FCC and chairman of its Electronic Industry Subcommittee.

Cone tells Londoners 'Golden Rule' of ads

"Advertising should be done by us precisely as we would like it done to us," Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, Chicago, said Friday in London in talk before Regent Advertising Club.

He said this means "clearly as to its promises, honestly as to its intentions and with sufficient substance to allow each reader or listener or viewer to make up his or her own mind with regard to the proposition that is presented." When these conditions are met there is very little left to case by government or industry critics against advertising, Mr. Cone said.

Dave Garroway's wife dies

Tv-radio star Dave Garroway's wife Pamela, 34, was found dead early Friday (April 28) at their New York home, apparently from overdose of sleeping pills. Mr. Garroway will be absent from his NBC-TV *Today* show minimum of two weeks, during which Jack Lescoulie and guest stars will substitute. Couple were married in New York May 7, 1956, and son, David, was born in 1958.

AMA Ribicoff impasse

Hassle between American Medical Assn. and Health-Education-Welfare Secretary Abraham Ribicoff over who will debate who over network tv on President's health proposals for aged was unresolved Friday. Mr. Ribicoff said he accepted original challenge from AMA, but wants to debate AMA president, Dr. E. Vincent Askey. AMA wants to use Dr. Edward R. Annis of Miami as its debater. NBC-TV has offered time for debate on *Nation's Future* (Sat., 9:30-10:30 p.m.) and CBS-TV has offered unset time, probably on *Face the Nation* (Thur., 10-10:30 or 10-11 p.m.).

D. j. Tripp testifies, denies he took payola

Former WMGM New York disk jockey Peter C. Tripp took stand for first time in his two-week old trial on Friday (April 28) and denied that he "ever took a dime" from record companies for playing records on the air.

He said, however, that it was "common practice" and "prevalent everywhere" for record manufacturers and distributors to offer disk jockeys "money, gifts and gratuities" for playing their records. Mr. Tripp, who also recounted how he increased his salary at WMGM from $250 to $650 per week as his popularity rose, is on trial on charges of commercial bribery (also see story, page 62).

G.E. asks joint space firm

General Electric asked FCC Friday for authority to set up "common carrier's common carrier" for world space communications in first comment filed on FCC policy inquiry on U. S. relay of various transmissions via satellites. GE wants to form company on joint venture basis for participation by other companies. GE said it could put first satellite up in 10 months and operable system of 10 satellites and 20 ground stations by mid-1965 at cost of $400-$500 million.

Plywood group signs Brinkley

In its most extensive use of network television, Douglas Fir Plywood Assn. is understood to have bought one-half sponsorship of new *David Brinkley's Journal* on NBC-TV (Wed., 10:30- 11 p.m.), starting in fall. Association previously was represented on NBC-TV in 1956 with participations in *Home*. Agency: Cole & Weber, Seattle.

ABC backs Kennedy plea

ABC supports principles of President Kennedy's request last week to news media asking "self-restraint" in reporting U. S. affairs. James C. Hagerty,

more AT DEADLINE page 10

WEEK'S HEADLINERS

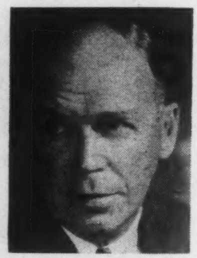
Mr. Taylor

Sherril Taylor, senior radio-tv group head at J. Walter Thompson Co., Chicago, has resigned to become independent producer and packager of tv programs with new *Kukla and Ollie* series as his initial project. He is associated with **Burr Tillstrom** and Chicago radio-tv packager **Jory Nodland** in ownership of Kuklapolitan Productions which has sold new series to NBC-TV for next fall. He also is associated with Friedle Pfeiffer, internationally known skier, and Pete Molner, who produced the winter Olympics on CBS-TV, in packaging series of winter spectaculars for CBS-TV next season. Before joining JWT in 1958, Mr. Taylor was vp and director of sales administration for RAB and before that for nearly a decade was in various executive capacities for CBS on both east and west coasts. He will establish offices in both New York and Chicago.

William R. Hesse, executive vp of Benton & Bowles Inc., named president of agency. He succeeds **Robert E. Lusk,** who becomes chairman of board and continues as chief executive officer. **William R. Baker Jr.,** board chairman since Mr. Lusk succeeded him as president nine years ago, becomes honorary chairman. **Atherton W. Hobler** remains as chairman of executive committee and **Henry O. Patterson Jr.** continues as vice chairman.

Mr. Hesse, who has been with Benton & Bowles for five years, started as vp and account supervisor before becoming a director. He was appointed senior vp in 1957 and executive vp a year later. Formerly, Mr. Hesse served as vp and account executive for Batten, Barton, Durstine & Osborn for eight years.

Mr. Hesse


Mr. Lusk

Mr. Hartshorn

Stephen H. Hartshorn, vp and research director, Geyer, Morey, Madden & Ballard Inc., N.Y., elected to agency's board of directors. Head of research department since 1951, Mr. Hartshorn became vp in 1956. He joined GMM&B in 1944, when Tracy-Locke-Dawson Inc., for which he was also research director, merged with Gever. Earlier, he was vp of Clark-Hooper Inc., where he shared in development of pioneer telephone research service.

Albert W. Reibling, account executive, and **Bruce E. Crawford,** account supervisor, both on Brown & Williamson tobacco account, elected vps of Ted Bates & Co. Mr. Reibling, who was made assistant vp in 1960, came to Bates in 1957 from Kudner Agency, where he was general manager of radio-tv dept. Previously he was business manager of NBC-TV. Mr. Crawford has been with Bates since 1959.

For other personnel changes of the week see FATES & FORTUNES

ABC vice president of news and special events, wired Pierre Salinger, presidential news secretary, that ABC is happy to participate in efforts to explore "any further voluntary assumption by news media of common sense reporting in these critical days." Mr. Kennedy made request in talk to American Newspaper Publishers Assn. meeting in New York.

Two allocations changes asked

Two requests for changes in tv allocations have been filed with FCC. One, by Northern California Educational Tv Assn., asks that ch. 9 in Redding, Calif., be reserved for educational use. Other, by KTVE (TV) El Dorado, Ark., seeks hyphenization of El Dorado and nearby Monroe, La.

Drug firms ask FTC delay

Makers of two pain killers have denied charges by Federal Trade Commission that their advertising is false (BROADCASTING, March 20). American Home Products Corp. (Anacin) and Bristol-Myers Co. (Bufferin) told FTC that complaints should be dismissed. March complaints also were issued against Sterling Drug (Bayer Aspirin) and Plough Inc. (St. Joseph Aspirin), but they received extensions of time to reply.

Quiz grand jury extended

Life of New York County grand jury investigating tv quiz scandals, scheduled to terminate April 30, was extended until June 30. Move was granted by Judge Charles Marks of General Sessions Court upon request by grand jury foreman. Trial of 15 tv quiz show winners charged with perjury in connection with testimony given to grand jury is set for May 8.

'Laurel & Hardy' series set

Jayark Films Corp., New York, will handle worldwide distribution of new all-color animated series of one-half hour cartoon telefilms titled *Laurel & Hardy*. Series will recreate comedies of team that starred in over 100 movies.

Larry Harmon Pictures Corp., Hollywood, firmed deal through Mitchell Gertz agency representing Stan Laurel, and Lucille Hardy Price, widow of Mr. Hardy. Harmon Corp. also will produce five-minute segments for markets in which shorter versions of series are applicable.

Magnuson, Keating favor Kennedy's FCC proposal

Initial Capitol Hill reaction to President's messages on FCC reorganization and conflict-of-interest (see story page 52) was favorable.

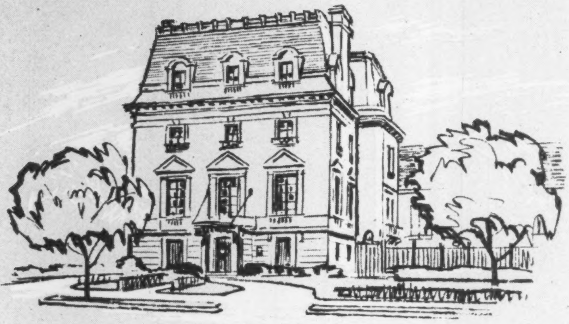
Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee said increasing responsibility of FCC chairman, as called for in reorganization plan, would help speed up agency's proceedings. He had discussed reorganization plans with White House advisor James M. Landis before proposals were sent to Congress.

Sen. Kenneth Keating (R-N. Y.) applauded "constructive and positive tone" of President's recommendations for dealing with conflict-of-interest problems. His proposals can serve as sound framework "for positive action," Sen. Keating added.

You're going to wake him up with the same news he heard before he went to bed?

(Of course, you can always put him to sleep tonight with the same stuff he heard this morning.)

UPI
United
Press
International



Embassy of the Union of Soviet Socialist Republics

The Music Room in the Soviet Embassy is shown here . . . another in the continuing series of photographs by WTOP-TV on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D.C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division:

WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

FOODS
HOMEMAKING
HEALTH
MEALTIME

memo!

Professional consultants recently examined 19 outstanding high school home economics and health textbooks and found that a basic cereal breakfast, among other breakfasts, appeared in every textbook examined. The majority of these textbooks included statements based on the Iowa Breakfast Studies.* The need for a good breakfast every day is no longer a matter of opinion or personal preference. It is a scientific fact as demonstrated by the Iowa Breakfast Studies conducted by the College of Medicine at the State University of Iowa over the past decade.

**A Summary of the Iowa Breakfast Studies, published by Cereal Institute, Inc., May 1, 1957.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

cereals are low in fat

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Comments due to **FCC** in space policy inquiry.

May 1—Comments due on **FCC** request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1 — **Chicago Area Agricultural Assn.,** 2nd annual farm marketing and advertising seminar. Pick-Congress Hotel, Chicago.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4—**Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—**CBS Television Network-CBS-TV Affiliates Assn.,** annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Speakers include James L. Wadsworth, former U. S. Ambassador to the United Nations. Shelter Island Inn. San Diego, Calif.

May 4-7—**American Women in Radio & Television,** national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—**Brand Names Week.**

May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

*May 5-6—**Annual Radio & Television News Seminar,** U. of Washington, Seattle.

*May 5-6—**U. of Wisconsin Advertising Seminar,** Madison. Theme: "Creative Advertising for Tomorrow's Markets." Speakers include Daniel S. Parker, president, Parker Pen Co., and Draper Daniels, Leo Burnett Co., Chicago.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D. C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

RAB SALES CLINICS

May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.
May 5—Rochester, N. Y.
May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

May 6 — **Advertising Assn. of the West,** fifth district, conference. Huntington-Sheraton Hotel, Pasadena, Calif., 9:30 a.m. Theme of conference: "Practical Advertising."

May 7—**Assn. of Maximum Service Telecasters,** annual membership meeting. 9:30 a.m. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television." Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Enginers. Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — **Broadcast Pioneers,** 20th annual dinner 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Reply comments due in **FCC** program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — **Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

*May 12—**Iowa AP Radio-Tv Assn.,** Holiday Inn, Des Moines.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

*May 12-13—**UPI Broadcasters of Illinois,** spring meeting. Orrington Hotel, Evanston.

May 13 — New York are **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—**The First International Festival of Television Arts & Sciences,** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

*May 16—13th annual **Alfred P. Sloan Radio-Television Awards for Highway Safety.** Waldorf-Astoria, New York. Banquet 7 p.m.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

*May 17-19—**Kentucky Broadcasters Assn.,** spring meeting. Brown Hotel, Louisville.

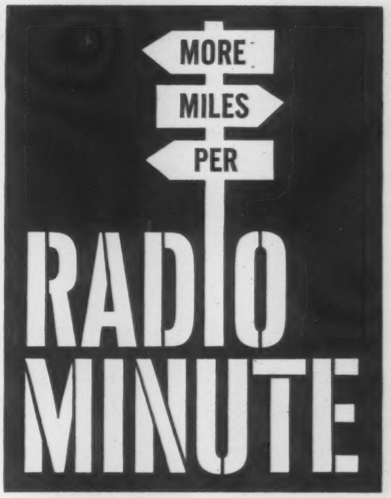
*May 18—**Minnesota Broadcasters Assn.,** annual business meeting. Dyckman Hotel, Minneapolis.

*May 19—**Arizona Broadcasters Assn.,** spring meeting. Ramada Inn, Tucson.

May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

*May 23—**Radio-Television Women of South-**



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts
Radio Catalina for all Southern Calif.

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

ADVERTISING FORMULA

To this much copy, add product display, sound, motion, television's biggest audiences and lowest costs.

Then call—

PETERS,
GRIFFIN,
WOODWARD, INC.

OUTSTAN
TELEVISI

CBS 1960 OLYMPIC COVERAGE (WINTER AND SUMMER)

THE F

CBS REPORTS

G-E COLLEGE BOWL

XEN

DING ION

For more than twenty years the annual George Foster Peabody Awards have paid tribute to the conscience and ability of the nation's broadcasters in discharging their public responsibility. This year's Peabody jury has just singled out the CBS Television Network for five awards in network television. It thus confirms the judgment of millions of Americans that we are providing not only the programs they enjoy most, but those that are most essential to a greater understanding of the events and issues of our time.

CBS TELEVISION NETWORK

THE FABULOUS FIFTIES

KENNEDY-NIXON DEBATES

"**OUTSTANDING CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: CBS 1960 Olympic Coverage** . . . was the outstanding presentation in all 35 years of broadcast time. Technical problems were surmounted with stunning ingenuity. For the Winter Games at Squaw Valley, equipment was brought in by toboggan and cameras were carried up icy slopes on the backs of cameramen. For the Summer Games at Rome, the events were brought to the American public (often on the same day they took place) through tape, split-second transatlantic jet schedules... As a result, the American audience participated Winter and Summer in a great international undertaking. Such a television achievement is clearly an outstanding contribution to international understanding . . ."

"**OUTSTANDING TELEVISION ENTERTAINMENT: The Fabulous Fifties** combined style, humor and imagination. It was rich in touches of quality showmanship and equally rich in the memories of a decade which it revived. In recognition, the Television Award for Entertainment is presented to *The Fabulous Fifties* with a special word of praise for producer Leland Hayward, and the top talent which appeared in this memorable entertainment special."

"**OUTSTANDING TELEVISION PUBLIC SERVICE: CBS Reports.** This Award cites, in particular, the "Harvest of Shame"; commends David Lowe as producer of this unflinching account of how the migrant worker lives in America, and Fred Friendly, executive producer; and carries a special Citation to William S. Paley, Chairman of the Board of the Columbia Broadcasting System, for his valor and vision in espousing the cause of public enlightenment by underwriting these documentary studies of the world of reality and airing them in the face of formidable opposition from the competing world of unreality."

"**OUTSTANDING TELEVISION YOUTH PROGRAM: G-E College Bowl.** Through contests between two teams of students, *G-E College Bowl* helps to focus the nation's attention on the intellectual abilities and achievements of college students. The competition emphasized quick recall of specific facts and therein lies its appeal which is illuminating, educational, entertaining and exciting. The program provides weekly scholarship grants to colleges and universities. Allen Ludden as moderator deserves special mention for his excellent work . . ."

"**SPECIAL AWARD FOR OUTSTANDING PUBLIC SERVICE: Dr. Frank Stanton, CBS.** 'The Great Debates' between the Presidential candidates are recognized as conceivably the most important service ever performed by Broadcasting and one that may become a permanent part of our political heritage. The Award goes to Dr. Frank Stanton for his initiative... and his courageous leadership in bringing about the Joint Resolution of Congress which made the debates possible."

NOW'S THE TIME

for you to see entertainment with a purpose

SOCIAL SECURITY in ACTION

a 15 minute public service TV show originating from KCOP in Hollywood

FEATURING

WILLIAM FRAWLEY
REGINALD OWEN
NINA FOCH
STANLEY ANDREWS
MONTE BLUE
MISS ISRAEL OF 1960
JOE E. BROWN
GERALD MOHR
RONNIE DEAUVILLE
MARIE WINDSOR
WALTER WOOLF KING
CAMERON SHIPP
THE WAX WORKS

a 13 week series — guest interview format

NOW AVAILABLE ON VIDEOTAPE OR FILM

For local use: contact the Social Security office in your community

For network use: contact Roy L. Swift. Information Officer, Social Security Bldg., Baltimore 35, Maryland

This advertisement courtesy of Broadcasting Publications Inc in the interest of public service

ern California, annual awards banquet. Beverly Hilton Hotel, Beverly Hills, Calif. Organization's "Lulu" award will be presented to Barbara Stanwyck.

*May 24—**Broadcast Adv. Club of Chicago**, luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—**Federation of Canadian Advertising & Sales Clubs**, 14th annual conference. Ottawa, Ont., Canada.

*May 26-27—**Radio/Television News Directors of the Carolinas**, annual meeting. Francis Marion Hotel, Charleston, S. C.

May 27-31 — **Advertising Federation of America**, 57th convention, Sheraton-Park Hotel, Washington, D. C. Gen. Alfred M. Gruenther, president of American Red Cross, is keynoter; economics session features Dr. Neil H. Borden, Harvard, and Dr. Dexter Keezer, economics adviser to McGraw-Hill.

JUNE

*June 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

June 2—**Wyoming AP Broadcasters**, convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan**, spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.**, meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop**, sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.**, New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

June 8-9—**North Carolina Assn of Broadcasters**, convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-10—**Marketing Executives Club of New York**, annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

BOOK NOTES

Television in the Lives of Our Children; by Wilbur Schramm, Jack Lyle and Edwin B. Parker; Stanford U. Press, Stanford, Calif.; 324 pages; $6.

Educators Schramm, Lyle and Parker spent three years in research on 6,000 children, aged 3 to 16, and 2,300 parents, teachers and school officials in a series of 11 studies in San Francisco, five Rocky Mountain communities, two Canadian communities, a metropolitan suburb and Denver.

Chapters treat the advent of tv in the home, the extent children use tv, why they watch it, what they learn from it, viewing of "reality" and "fantasy" tv material by socio-economic groups, tv's effect on social relationships, effects of tv on children, a summary and questions and a psychiatrist's comment on tv's effects on children. There are 150 tables covering 100 pages.

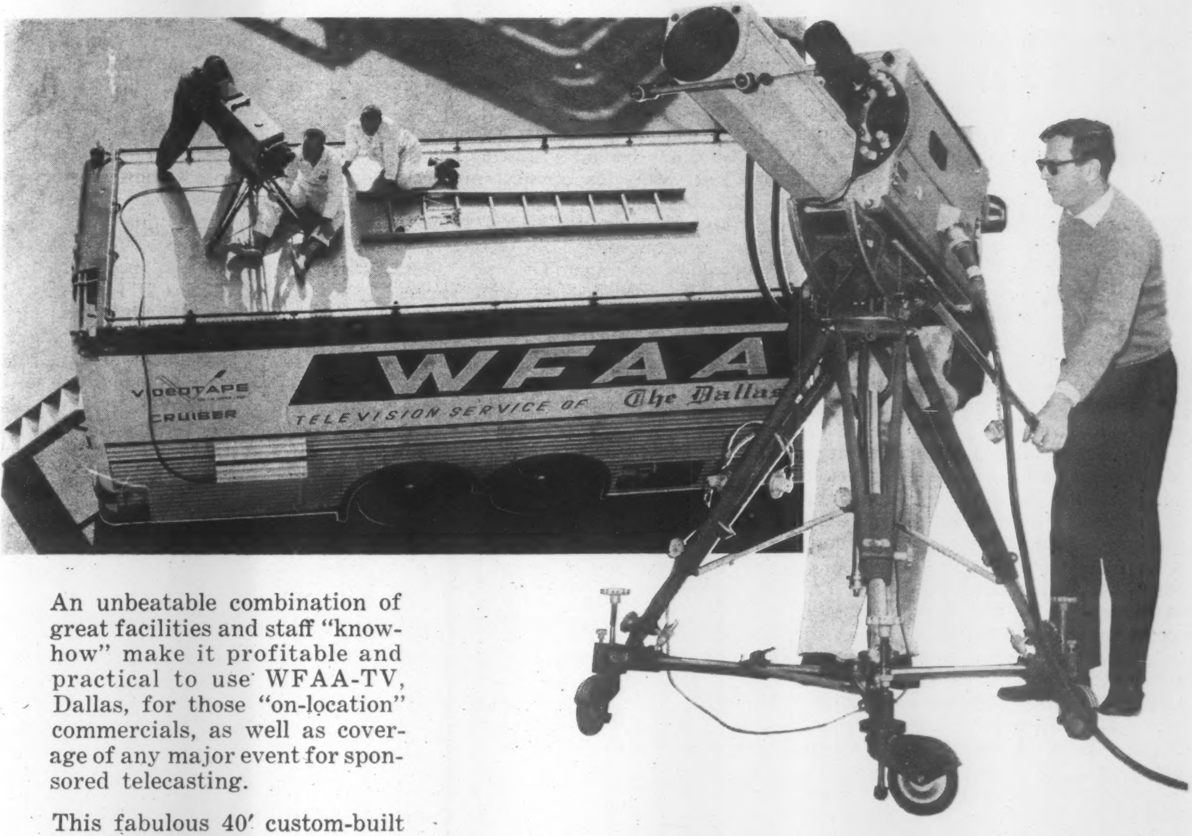
The authors conclude that tv cuts deeply into the time children spend in other activities, including other media; that tv better serves a child's "fantasy" needs than his "reality" needs; that learning from tv is incidental to being entertained; that tv aids the learning of very young children; that tv violence affects most those children who have unsatisfactory social relationships; that tv isn't realizing its full potential as a carrier of ideas and information; that little delinquency can be traced directly to tv.

They also question whether tv cannot be made more attractive to children without large doses of violence and excitement, whether it can't offer more challenge to bright children and whether adult life as shown on tv can't be made more adequate to children's needs.

Parents are asked whether they shouldn't try to offer children more love and security, guide children to some of the more stimulating experiences on tv and make their positions on programming known.

Schools are urged to do more to guide children toward more rewarding tv programs. The writers suggest that government agencies such as the Dept. of Health, Education & Welfare and the Office of Education do more to encourage good programming for children. They also suggest that researchers undertake more studies on the effects of tv on children.

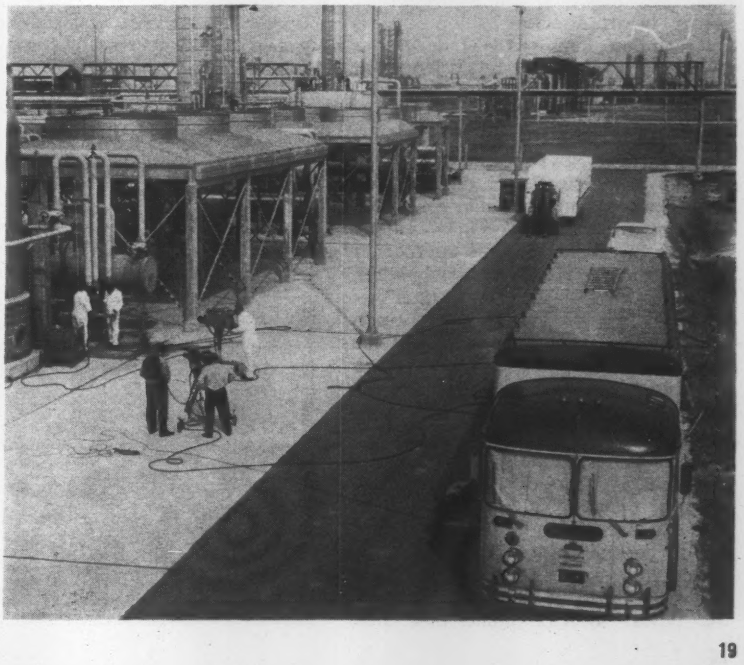
THE QUALITY TOUCH



An unbeatable combination of great facilities and staff "know-how" make it profitable and practical to use WFAA-TV, Dallas, for those "on-location" commercials, as well as coverage of any major event for sponsored telecasting.

This fabulous 40′ custom-built AMPEX VIDEOTAPE CRUISER contains 2 Ampex Video-Tape machines and 6 Marconi 4½″ image orthicon cameras along with the latest inter-sync and inter-switch equipment. With its own power supply, the WFAA VIDEO-CRUISER can go anywhere . . . no distance too great, no job too large. Call on us next time; we love challenges!

On location for Shell Oil (Kenyon & Eckhardt) at Pasadena, Texas



WFAA-TV DALLAS FT. WORTH

Channel 8

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TELEVISION SERVICE OF
THE DALLAS MORNING NEWS

MONDAY MEMO from DOMINICK ARBUSTO, art group head, Daniel & Charles Inc., New York

Art directors should find out themselves what tv can and can't do

Nine out of ten U. S. homes are now equipped with television. Tv's potential effect on the cultural standards of more than 160 million Americans is incalculable. The opportunity to upgrade graphic tastes is unprecedented.

What is amazing is that so little has been done! The huge potential audience seems to frighten most commercial tastemakers down to a lowest-common-denominator approach. Those non-commercial stations willing to experiment have tiny audiences. Perhaps most important, too many executives and technicians are interposed between the art director's drawing board and the picture tube, blurring many original graphic concepts.

You might think that in the large departmentalized advertising agencies, things would be different. But even there, the "print" tail—graphically speaking—continues to wag the tv dog. After more than a decade's vivid demonstration that tv can produce a far more graphic selling image, tv still seems to slavishly follow advances in magazines and other printed matter. It's inexcusable, and a sad commentary on the pace ad agency tv art directors are developing their tv sense.

Only these art directors have cause for alarm. The more vital nature of the picture tube image (not to mention its enormously larger audience) is building public acceptance of tv as the pacemaker of America's graphic standards, with or without the leadership of agency tv art directors.

Revolution Removed ▪ Indeed, the revolution is beginning away from the obvious advertising agencies and sponsored programs, in the small promotional art departments of the tv networks themselves. Here nobody stands between the network art director and his program promotion slide design, or piece of footage. He enjoys unique freedom to develop graphic approaches best suited to tv production techniques. His brief but excellent creative efforts are actually sandwiched to mass audiences of millions of viewers. And the effects are being felt; the masses sit surprisingly still for these new approaches, enjoy them and call for more.

What can the agency tv art director now do to reclaim his stewardship in this field? In the organizational toils of the modern advertising agency, where it seems job death for anyone not to constantly assert his authority, there is no simple answer. One thing is obvious: it is the taste and wishes of the tv art director alone that must finally prevail. To accomplish this, he must operate from a new position of strength, based on the fullest possible knowledge of the tv medium.

How can he gain this knowledge? Not by sitting behind a drawing board. He must assert his physical presence on the live, film or tape tv set, backstop and backslap the agency tv producer on questions of picture-tube composition or design. The more often the art director appears during shooting (if only to sit and absorb what a camera can and cannot do) the faster he'll regain graphic command. He'll be able to enlarge and purify his storyboard "vocabulary" of frame movement, scene change, and optical effect —and purge himself of any tendencies toward scenes or effects impossible (or impossibly expensive) for tv.

What's Possible ▪ Even in the bread-and-butter areas of product props, live title cards, or filmed optical effects, the agency tv art director has a key role. Here again he must know or learn what can be done on a tv picture tube—and what cannot possibly come off. And he's got to go out to find out. Visits to an optical house, an hour with a technical director over the effects board in a network tv control room—even a visit to the lowly slide/telop house—all are bread on the waters the next time he finds himself storyboarding a commercial with quick and tricky transitions.

When the head of the agency's tv department cooperates, it really helps. He's the man who must encourage the producers to extend themselves to the art fraternity, explain why an art director made knowledgeable through a little cooperation is worth his weight in diamonds, since it leaves a producer free to concentrate on technical headaches and administrative problems.

At Daniel & Charles, we're lucky. We have a working producer heading our tv-radio operation who came up through the creative ranks. It eliminates an otherwise common agency situation, where the tv art director has to spend too much time and energy selling good creative tv ideas—to the executives in his own shop!

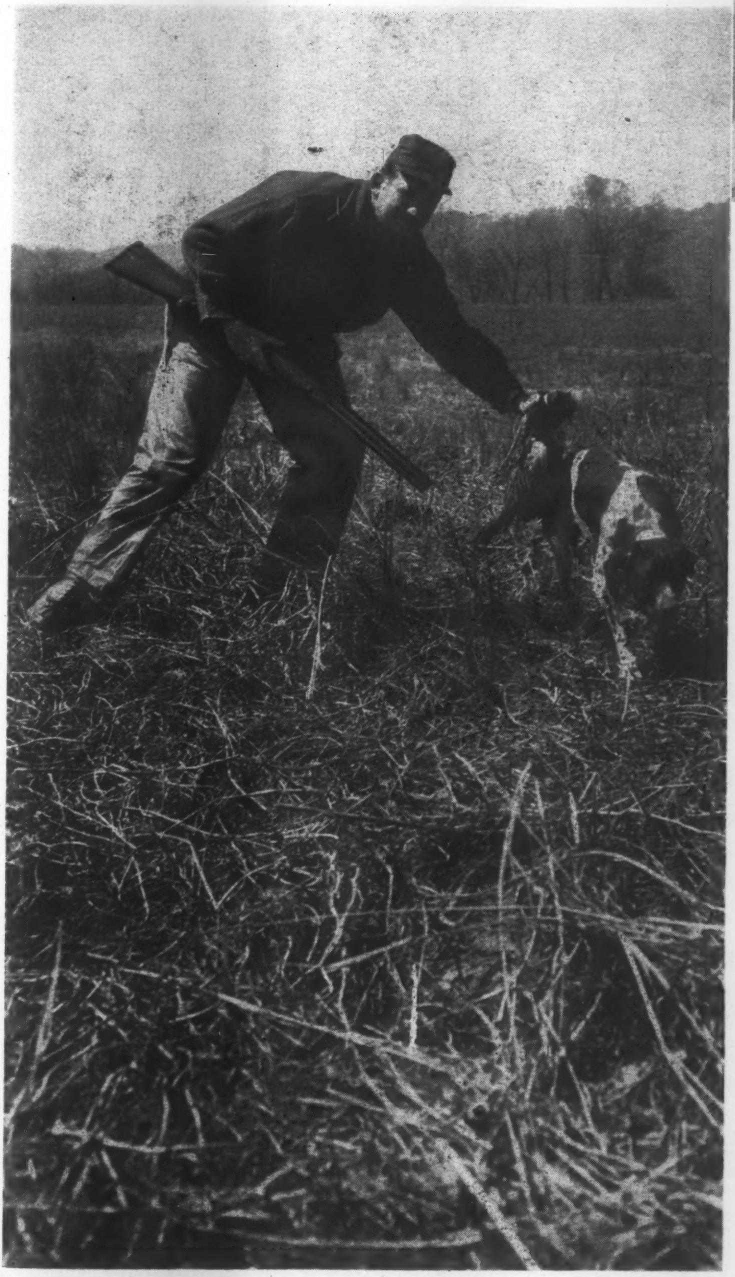
Rough, but Real ▪ If I can sum all this up with one effective instruction: Experiment! This means grabbing an 8 mm or 16mm camera, putting some black-and-white movie film on petty cash, and shooting storyboards into film shape—from the hip, indoors and out. The end result may be rough—but it's a real movie! Again and again, I meet art directors who believe they can still-picture their way through the emotional and psychological subtleties of a moving picture medium.

Instead, every art director should learn to shoot and edit his own rough commercials, as well as discover the simple opticals that can be shot in the camera or added later with a few cents worth of chemicals. A recent 4-A's meeting in New York devoted to this subject scoured the town for such examples of pilot commercials; yet, fewer than a dozen were unearthed.

But each that was projected to the meeting struck the viewers with the strength and purity of its visual selling image. And significantly—in almost every instance—the tv art director had been able to convey the selling image intact into the finished commercial. By being a professional—who knew his medium—he saved himself and his ideas from being nibbled to death by agency and client ducks.

Dominick Arbusto during 1949-52 studied at Dallas Museum of Fine Arts and Young School of Commercial Art in Dallas and Art Career School and New York U. School of Fine Arts in New York. In 1954 he joined Daniel & Charles agency in New York in composition and layout, spent a year at Grey Adv. as an art director on RCA, NBC and Calvert accounts, and in 1957 returned to Daniel & Charles as its tv art director. He teaches tv advertising art at the Pratt School in New York.

"The Outdoorsman" with Jim Thomas



A WINNER in Chicago . . . now available nationally! 52 thrill-packed half-hour programs on videotape!

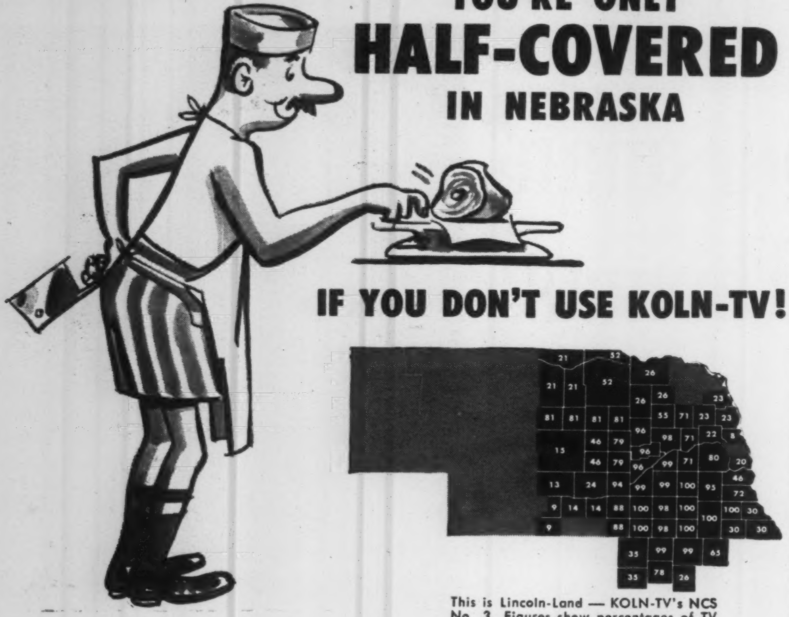
Jim Thomas knows and lives every aspect of the great outdoors. As "The Outdoorsman" he shares with his viewers the thrills, action, and excitement of deep-sea and fresh-water fishing, boating, camping, big game hunting—of every outdoor man's sport. It's a huge market—as millions of hunting and fishing licenses prove—waiting to be tapped effectively by "The Outdoorsman."

Now in its second record-breaking year in Chicago—a WGN-Television production

Sold exclusively by
WGN
SYNDICATION SALES
2501 Bradley Place
Chicago 18, Illinois

AVAILABLE NOW! Write, wire or call **BRAD EIDMANN**, LAkeview 8-2311—or see him at the NAB convention (May 7-10) Mayflower Hotel, Washington, D.C.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA



IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	74,700 homes
Red Skelton	56,700 homes
6:00 p.m. News...	40,300 homes
10:00 p.m. News..	58,500 homes

*November Lincoln ARB

No matter how you slice it, you'll find there are just two big, "prime-cut" television markets in Nebraska — the extreme East and Lincoln-Land.

Three top TV stations split the Eastern market three ways as they battle for viewers' attention. But Lincoln-Land is different. Here one station completely dominates this big market—that's KOLN-TV!

During prime 6 to 9 p.m. viewing time, latest Nielsen reports more than 50,200 Lincoln-Land homes tune in KOLN-TV! See how this compares with any other Nebraska station.

Avery-Knodel has the full story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM—TV—FM

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required

OPEN MIKE ®

Recommended reading

EDITOR: With reference to your lead editorial "Prime News Medium" in the April 24 issue of BROADCASTING, this we also believe. I have circulated this editorial to all the members of our news and public affairs staff as recommended reading.—*Harold Essex, President, Triangle Broadcasting Corp., Winston-Salem, N. C.*

EDITOR: I heartily applaud your editorial, concerning broadcasting as a major journalistic force.

There is no question that the broadcast medium is a prime informational medium rather than an entertaining one, just as are most of the country's newspapers. The public awareness of radio's flexible journalistic characteristics continues to grow as ingenious radio operators devise ever-expanding uses and techniques. WHLI, adjacent to New York, found a warm reception for (1) an independent local news bureau, (2) community service documentaries and (3) timely editorials delivered by management to focus attention on significant local issues.

It is as a "prime news medium" that broadcasting will attain the respect and stature it can justly achieve.—*Paul Godofsky, President, WHLI-AM-FM Hempstead, N. Y.*

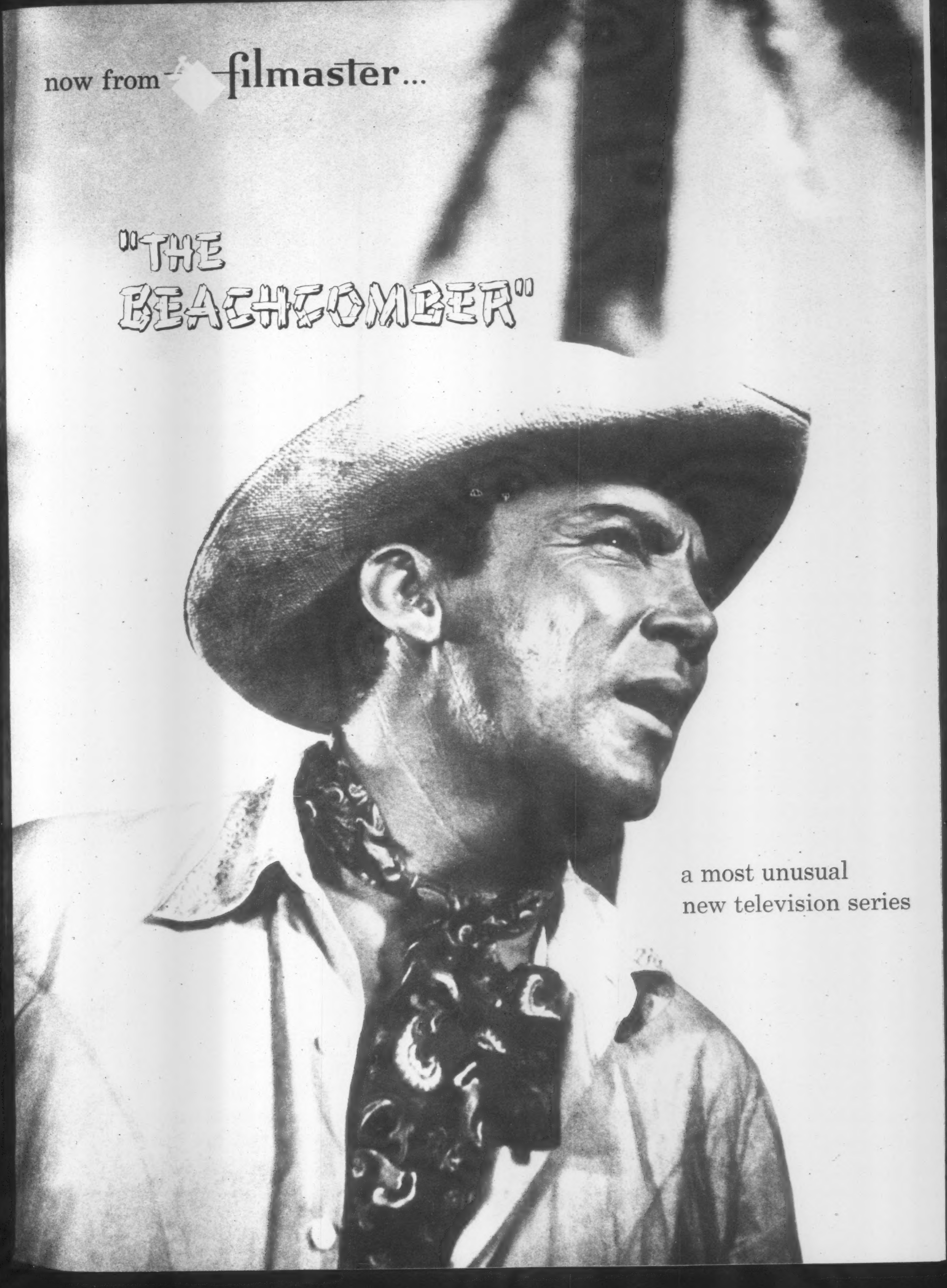
The Florida story

EDITOR: . . . "Florida: state of the decade-long boom" is unquestionably one of the most thorough, comprehensive and accurate descriptions of this state, the various facets of its economy and its geographic regions, that I have ever seen and the marvel to me is that you were able to take all this factual material and make it highly interesting to the reader.

Our state owes you a real debt for the painstaking work you did in painting an accurate picture of Florida as it is today.—*Wendell Jarrard, Chairman-Director, Florida Development Commission, Tallahassee, Fla.*

EDITOR: THE BOARD OF DIRECTORS OF THE FLORIDA ASSN. OF BROADCASTERS . . . HAS UNANIMOUSLY PASSED A RESOLUTION OF COMMENDATION TO BROADCASTING MAGAZINE FOR THE EXCELLENT AND COMPREHENSIVE FLORIDA MARKET ISSUE.—*Lee Ruwitch, President, Florida Assn. of Broadcasters*

EDITOR: I have read the one shopworn copy of BROADCASTING, including your remarkable story about Florida, and your recognition of the central Florida area. I am looking forward to additional copies and reprints. May I congratulate you for your interest and the great effort involved in developing this fine story, which I am


now from filmaster...
"THE BEACHCOMBER"
a most unusual new television series

now from

filmaster

who filmed GUNSMOKE...

HAVE GUN-WILL TRAVEL...

4 PLAYHOUSE 90's...

now filming DEATH VALLEY DAYS

"THE BEACHCOMBER"

starring CAMERON MITCHELL

THE BEACHCOMBER is the story of a man — John Lackland from San Francisco — who achieved success as we know it — then went on to a richer life as a beachcomber on a South Seas island.

He settled on Amura, one of the Polynesian group, where Robert Louis Stevenson, Herman Melville, and Somerset Maugham found material for some of their richest stories.

CAMERON MITCHELL

"One of Hollywood's most sought-after leading men." Star of such box-office hit movies as COMMAND DECISION, CASS TIMBERLANE, HOW TO MARRY A MILLIONAIRE, HOMECOMING, MONKEY ON MY BACK, DEATH OF A SALESMAN.

Mitchell brings to THE BEACHCOMBER the same virile, dramatic performance that has made him one of the theater's brightest young stars.

Read what the noted psychologist, Dr. John Dugan says about this show:

"THE BEACHCOMBER offers the opportunity to live this sublime, unfettered life vicariously. It is the best of all possible worlds for the television viewer: in the safety and comfort of his living room he can purge the passions simmering in the cauldron of his ancestral nature; he can kick over the traces, throw conformity out the window, gnaw a cocoanut, mangle a mango and make *amore* on Amura."

John Lackland pays the piper—*you* enjoy the music.

Masterful PRODUCTION

Producer of THE BEACHCOMBER is Nat Perrin. Director of 47 major motion pictures for Paramount, MGM, Columbia. Producer of such TV hits as RED SKELTON SHOW... SHOWER OF STARS... MY FRIEND IRMA... 81 major dramas and spectaculars.

Working with Mr. Perrin will be the crews and technicians that gave the stamp of Filmaster quality to 156 episodes of GUNSMOKE... 78 episodes of HAVE GUN—WILL TRAVEL... 4 PLAYHOUSE 90's... and are currently shooting the season's top-rated DEATH VALLEY DAYS.

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Directors like Howard W. Koch (UNTOUCHABLES... MAVERICK)... John Peyser (LINE UP... M SQUAD)... Tay Garnett (UNTOUCHABLES... WAGON TRAIN) ... Bud Townsend (Robert Taylor DETECTIVES... LARAMIE)

Distinguished
WRITING

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who wrote such epics as
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ALCOA THEATER...
MAN WITH THE GOLDEN
ARM.

Sloan Nibley
(WAGON TRAIN...HAVE
GUN—WILL TRAVEL)
P. K. Palmer
(PETER GUNN...
UNTOUCHABLES)
David Chandler
(THE MILLIONAIRE...
RICHARD DIAMOND)

Compelling
MUSIC

Composed by Elmer Bernstein
who wrote the
Academy Award-winning
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TEN COMMANDMENTS...
FROM THE TERRACE...
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MIdway 7-7011

sure will be of great interest to our potential customers.—*Joseph L. Brechner, President, WLOF-AM-TV Orlando, Fla.*

EDITOR: I read with great interest your special report on Florida. As is the case with all of your regional reports, I find this one most provocative and I am sure that many of your readers will also find it quite helpful. . . . —*Peter B. Baxter, WCBS-TV New York.*

EDITOR: As former director of the economic development program for the state of Florida, may I extend to you my sincere congratulations? . . . It is quite obvious the research which proved the foundation of this article was thorough and intensive. . . . —*Nicholas J. Murphy, Lee Inc., Washington, D.C.*

EDITOR: . . . I read it with interest and astonishment at the comprehensiveness of your treatment. . . . —*George B. Hurff, Director, Economic & Business Research Bureau, University of Florida, Gainesville.*

EDITOR: Your article on Florida was tops, and we need 100 reprints. We who live here sometimes forget what an inspiring place Florida is to live and work. The BROADCASTING article on Florida brings home the advantages with real impact!—*Dick Doty, Executive Vice President, WWIL Ft. Lauderdale, Fla.*

The Castor memo

EDITOR: . . . The MONDAY MEMO by Joseph Castor (March 13) points very clearly to both advertiser and sales people the value which is to be placed with qualitative data in future sales. . . . It gives me the opportunity to point to an example of the cooperation necessary in accomplishing the goals of a good agency, a station, and most important of all, the interested advertiser.—*Sidney G. Smith, Vice President, Milan Corp., Eugene, Ore.*

EDITOR: Please send me five reprints . . .—*Gary M. Gielow, Co-General Manager, KPEN (FM) San Francisco.*

EDITOR: Please send us 10 copies. . . . —*Bill Crable, Station Manager, KEMO (FM) St. Louis.*

EDITOR: Please send me five reprints.—*William T. Watrous, Sarasota, Fla.*

[Reprints of Joseph Castor's MONDAY MEMO on how North American Van Lines used fm to reach a select audience are still available at five cents each.]

Owners have changed

EDITOR: Your article, "McFadden buys into pay tv system" (THE MEDIA, April 17) credits Bartell as owner of WAKE Atlanta and WYDE Birmingham. A group including Mr. and Mrs. Ira Herbert (Bernice Judis) and Emil Mogul bought WAKE and WYDE and took over Oct. 26 last year.—*James M. Alspaugh, Vice President, H-R Representatives Inc., New York.*

The fm story

EDITOR: Please send 3 reprints of article on fm broadcasting (PERSPECTIVE '61, Feb. 20).—*Kim B. Rotzell, Tv/Radio Account Executive, Ketchum, MacLeod & Grove Inc., Columbus, Ohio.*

EDITOR: Please send me one reprint. . . . —*Joe Rosenmiller, WCTC-AM-FM New Brunswick, N. J.*

EDITOR: Send one reprint. . . .—*Bert Ferguson, Executive Vice President, WDIA-AM-FM Memphis.*

EDITOR: We too are very interested in the fm article. . . . Could you please send us ten copies?—*Marian E. Knight, Promotion Director, WSAI-AM-FM Cincinnati.*

EDITOR: Please send us 10 reprints. . . . Your article was encouraging and will be a help in our market.—*John R. Banoczi, General Manager, KGGK (FM) Garden Grove, Calif.*

EDITOR: . . . I would like 20 reprints. The school which I am attending (Bob Jones U.) realizes the potential of fm and has increased power to 45 kw.—*Tom Nornhold, Bob Jones U, Greenville, S.C.*

EDITOR: Being the manager of a new fm radio station just about ready to go on the air, I was most inspired by the article. . . . Please rush 100 reprints.—*Wayne E. Smith, General Manager, KAPP (FM) Redondo Beach, Calif.*

[Copies of "A dramatic spurt in fm," PERSPECTIVE '61, Feb. 20, are still available at 15 cents each up to 500 and 10 cents each for more than 500.]

Needed: a campaign

EDITOR: . . . There has been an increasing number of (phonograph) records that establish an atmosphere of contempt for our fighting men of the past—some not too distant—and often an undercurrent of fear and futility about some of our military actions, particularly those in which the U.S. has been defeated. Some of our victories are treated lightly and made to look comic.

This is a studied effort to nullify the mind of U.S. citizenship toward U.S. achievement and objectives. What is needed is a continuing campaign of alerting broadcasters and music writers and publishers to the damage that they can and are doing to the survival of this nation.—*Frank B. Best, General Manager, WDIX Orangeburg, S.C.*

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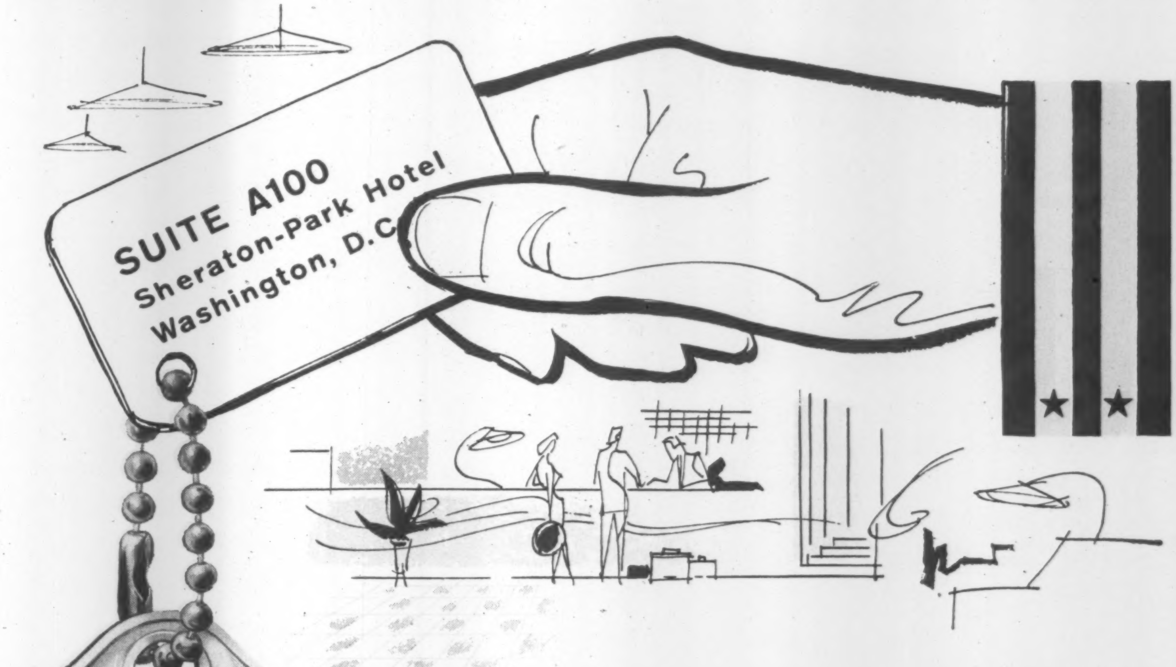

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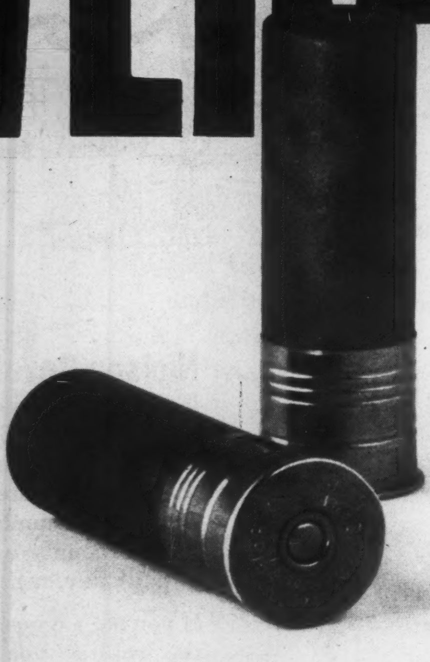

GET 'EM WITH BOTH BARRELS ON W-I-T-H

BIGGEST AUDIENCE W-I-T-H hammers home your sales message to more people than any other radio station in Metropolitan Baltimore. That's a flat fact and the proof is in the chart below (Hooper, January through March, 1961, total rated time periods).

MOST MERCHANDISING In-store promotion with a healthy kick: CCA plus feature displays and bargain bars in chain stores, drug stores, hardware stores. Buy W-I-T-H, the station that knows what a commercial is *for!*

W-I-T-H	Station A	Station B	Station C	Station D	Station E	Station F	Station G	Station H	Station I
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RADIO W-I-T-H PERSONALITY Baltimore

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 1, 1961 Vol. 60 No. 18

NOW: X RAY OF THE TV AUDIENCE

Sophisticated viewers demanding more, Campbell-Ewald finds
Commercials and programming judged by the same standards
Differing social classes find differing values in medium

The honeymoon is over between that onetime maiden of the media, television, and her once ardent possessor, the viewer. Where once he was content to be served up plain, uninspiring, indifferent or left-over fare when accompanied by a provocative look, a wriggle of the hips, or even tears, he is now more demanding, more fickle, more sophisticated in his tastes. He is even eyeing, speculatively, some old flames—other media and entertainment, other activities.

How the viewer is becoming undazzled after these dozen years and what television will have to do to keep him are the subjects of a highly-original and penetrating study just completed for Campbell-Ewald Co. of Detroit, whose $28 million in annual television billing and its rank among the top 15 tv advertising agencies give it ample cause to be concerned with the future of the television home. A detailed report on the Campbell-Ewald study is published in the May issue of *Television* magazine.

If one agrees with the importunate cries of broadcast industry luncheon speakers over the past few years for a thoroughgoing qualitative analysis of the U.S. television audience, then the Campbell-Ewald undertaking is down his street. The study not only tells how and why the viewer's attitudes toward television and his viewing habits have been and are changing, it also explains what television and its advertisers must do in the next few years if they expect to keep the viewer at his tv set, or more appropriately, one of his two or three tv sets.

More Than One ▪ Two or three sets because multiple ownership of sets in the home is one of the effects, and in turn, causes, that are combining to portend the decline of television togetherness in the home—of the several members of the family seated in mutual appreciation before a favorite program on a solitary tv set.

These intra-family trends toward selective viewing and individual viewing have gained more ground than was generally believed, even by the experts who made the study. That the changes have gained more than a foothold is patent in the belief of Philip L. McHugh, Campbell-Ewald vice president and radio-tv director, who conceived the study, that in a very few years practically no program will have the family or group audience units that have been common up to now.

The implications for the advertiser or the programmer could be nightmarish, when one considers the obvious: that the fewer people there are watching a given program on a single set, the higher the program's cost-per-thousand. The only thing that would offset this reduction in audience would be a corresponding reduction in production or time costs or both, a possibility that the broadcaster would find too melancholy to contemplate.

And if that weren't enough, the study leans to the conclusion that the saturation point has arrived in terms of total television audience; that from now on, there'll be little increase or decrease, though individual programs may gain or lose audience from the split-up of the family viewing unit and individualized viewing.

Novelty Is Gone ▪ To these sobering thoughts, the study adds a conclusion one might by now be beginning to expect: the little magic box which came upon the scene a little more than a decade ago and cut movies, radio, magazines and other leisure-time activities down to its own size or less has gone as far as it can as a novelty. From now on it must skillfully use its own merits and considerable programming ingenuity besides to hold its own against these other competitors for the public's time. In short, television will have to adapt its offerings to a viewer grown more discriminating, selective, demanding; will have to fit into his changing tastes; can no longer expect the viewer to adapt his own habits to television as of yore.

All this may mean a radical departure in the way audiences are measured. The ratings services, if they expect to take meaningful measurements as individualized viewing increases, may have to think and measure in terms of viewers rather than "viewing homes."

But things may not be as bad as they

NIGHTTIME NETWORK TELEVISION SCHEDULE JANUARY 196

Campbell-Ewald executives responsible for Social Research Inc.'s nine-city qualitative study of television audiences and their tv habits and attitudes are (l to r, sitting) Phil McHugh, vice president and radio-tv director; Tom Adams, president; Pete Hoffman, assistant to Mr. McHugh, and (standing) Jack Bowen, assistant to the research vice president.

sound. The study also found what may be a significant asset in the new viewing habits. At the same time the viewer is becoming more selective in his watching habits he also is viewing more intensely. His identification with and participation in what he is viewing are increasing as he learns more about a given program and its stars. Thus, he may be a better prospect for the sponsors of those programs he does watch. Advertisers and programmers, the study concludes, may deliberately seek such smaller but more appropriate audiences as the viewer becomes more and more selective.

Viewer's Reactions ■ The 301-page study plumbs the viewer's tv attitudes and habits, television's importance in his life, the reason he has for using it and how he uses it, how it affects him and how an advertiser or programmer may use it to meet the changing moods with which the viewer approaches it.

The research study was carried out for Campbell-Ewald by Social Research Inc., a Chicago firm known for its research into advertising attitudes. SRI has conducted similar studies for Campbell-Ewald, but they have been limited to specific tv programs. The study results from interviews of 255 persons in nine U.S. markets: Chicago, Philadelphia, Atlanta, San Francisco, Cincinnati, Oklahoma City, Louisville, Worcester, Mass., and Mason City, Iowa.

Although a sampling of 255 might be considered somewhat small for an undertaking of such importance, the depth of the interviews is one of the most comprehensive in advertising research. During the months of March, April and May 1960 the researchers used 11 questionnaires, each on a separate undertaking of the project, in interviewing the representative group.

The Detroit agency feels the study's importance may not be so much in its actual findings as in its pioneering probe into the qualitative aspects of the television audience, what viewers think about tv and how they react to it, the kind of studies Campbell-Ewald feels have been all too few in the past.

Reaction to Commercial ■ The television commercial—how the viewer reacts to it and the extent to which it influences or impresses him—formed a substantial part of the study. The researchers made three major, interrelated findings:

The first, perhaps most surprising, is that the viewer does not automatically think of programs as "good" and commercials as "bad." He thinks of both in the same way, does not think of commercials as something separate and apart from other communications on television. He uses the same descriptive phrases and modes of evaluation for both.

The second is that the context in which a commercial appears has a strong influence on how it affects the viewer, what he gets out of it, the feelings he has about the product advertised. Thus, if a viewer likes the program or its stars he is far more likely to respond favorably to the commercial which appears in the program.

By the same measurement, the viewer's response to a commercial may extend not only to a program he likes, but to all television, so that if he has a high regard for television he is more likely to be favorably disposed toward any given tv commercial. Carrying the context extension further, a viewer is less likely to be critical of a commercial which describes a product he already regards favorably. He will also show less resistance to commercials which advertise "big, substantial, costly and well-known products and brands."

Reactions Vary ■ The third is that a viewer's reactions to a commercial may vary according to his own individual personality, his social status and his attitudes toward the program and star context in which the commercial appears. Like a single program, a single commercial has a different meaning for each person. They may like it equally well, but for different reasons.

Commercials are most irritating, the study found, in their repetitiveness, length and "misplacement" in programs. But although a viewer might express dislike for a commercial on some grounds, he expresses praise for the same one on others. Another strong reason for dislike of some commercials is their "intrusion" on personal privacy or their provocation of unpleasant emotional feelings.

The list of dislikes: take time away from program; overdone or overdramatized; often exaggerated, distorted or untruthful; repetitive, monotonous, similar to others; advertise one product or brand too much; too compelling, exciting or stimulating; glorify unimportant virtues and values; ignore accepted moral standards, or influence and corrupt; arouse personal anxiety about the viewer, his social relations or his values; are too numerous.

The general social class in which a viewer belongs was found to be of significance in his attitudes toward both commercials and programming. SRI divides social classes into these general groups:

Class Divisions ■ Upper class—consisting of the upper-upper class (those who inherited wealth) and the lower-upper class (the top business and professional people who attained positions of wealth and influence through their own achievements rather than inheritance)—about 2% of the population.

Upper-middle class—consisting of those in managerial positions, middle and lower level executive positions and typically successful professional people —about 10%-12% of the population.

Lower-middle class—consists largely of white collar workers, small business men, a few semi-professional people and the top level of skilled workers, most of whom share a common desire for a "respectable" way of living—about 30%-35% of the population.

Upper-lower class—is made up of the semi-skilled blue collar workers, who, while striving for a "respectable" life, give emphasis to attaining the more limited pleasures available to them—about 35%-40% of the population. (SRI classifies the lower-lower class as an unstable group at the bottom of the social scale, about 20% of the population, which is not treated as a separate group in the study but considered with the upper-lower class.)

The report necessarily generalizes about these sizeable social groups in terms of what they think about commercials and how they are influenced by them.

The upper-middle-class viewer feels that tv commercials should be strictly informational, should tell him what's available, should show the product's features and do it in a rational and understandable way. Its member-viewers do not like to feel that they have been influenced, attracted, excited or induced by the advertising message.

The lower-middle-class viewer talks about the function of commercials to inform, but there is no doubt he is fascinated by what he sees, and, in fact, he insists on being fascinated. He is likely to be more receptive to the dramatic presentation of a product on his tv screen.

The upper-lower-class viewer is still more receptive, less discriminating toward both tv and its commercials. Like the other two, he'll repeat that commercials should inform, he'll say he doesn't watch commercials and he'll claim that they should not and do not influence him. But he's less critical of what's on the screen, he becomes more involved in what he sees and his lack of criticism permits him to accept what is shown him, and "often to take the 'hint' and try the product."

Admit Influence ■ These upper-lower-class viewers are more ready to admit that they watch tv commercials and are influenced by them. They "are less inclined to see conspiracy behind the screen, or sponsors trying to manipulate the audience to do things against its will."

The study supports a conclusion many have already made—that televi-

How 10 types of television programs differ in their appeal

The often agonizing appraisal by which an advertiser decides on the television program he thinks will attract the kind of audience he seeks becomes even more acute when the different social classes among the audience are considered.

The television study made for Campbell-Ewald by Social Research Inc. shows just how complicated such evaluations can be. A program that contains vigorous action to appeal to men might add feminine viewers if it contains the proper mixture of interpersonal relationships. And if, beyond this, it presents complexity of thought or elaboration of subjectivity, it becomes attractive to people of higher social status.

Here is the way SRI analyzes the ten main television program types in terms of their appeal to different social classes:

1. Westerns ▪ Their appeal may be historical, psychological, sociological, moral or religious and they are not necessarily bound by social class. Upper-middle class people may like them as well as lower-class people, though upper-middle class viewers, who watch less and are more selective, are likely to fasten on a few favorites, particularly those with greater individuality—for example, *Maverick*. Upper-middle class people may view westerns with mixed feelings, since they feel such programs are mass entertainment with low levels of quality. They also may object to what they feel is excess violence or other undesirable features. But they do like them and one upper-middle class man expressed his mixed reactions this way: "Why don't they get away from these damn cowboy pictures? . . . I hate to tell you this, but if I watched tv more than I do, I'd probably look for those western programs."

2. Comedy ▪ Viewers like the distraction, the insight into everyday problems. They have a wide appeal, but more so to women. They are "presumed" to appeal most to "solid, middle-class, family, at-home kinds of absorption." They aren't quite as popular with teenagers, unmarried young adults and men of high and low social status.

3. Variety ▪ Most nearly fulfills television's destiny in the belief of most people. These programs offer relaxation, a low level of commitment from the audience and the "glamor and 'starness' in show business." They are felt to be suitable for everyone, offensive to none, and generally women and young people are more responsive to them. They appeal to middle- and lower-class levels but have a slightly higher-level connotation than comedy.

4. Suspense-Mystery ▪ Feature more intense motives and greater excitement, appeal to curiosity and are intellectually challenging. Viewers are curious about what can happen when "deep, basic forces in the human personality are unleashed." Such stories "reassure people that *they* did not do it, even though they felt like it. . . ." Men are the "focal audience," from all class levels, but especially higher-status people.

5. Drama ▪ Viewers feel plays are high-class entertainment, to be admired, respected and, hopefully, enjoyed. There is more tolerance of violence or sexual content in drama, which treats of the human soul and its frailties instead of merely exciting base impulses. Dramas demand attention and viewers expect to "get involved, to work at understanding, grasping points, to read things into it and get things out of it." Drama's appeal is to all levels, but middle-class adults (especially upper-middle) and women are the best audiences. Viewers who prefer plays feel superior to those who like more ordinary or less stimulating programs.

6. Quiz and Audience Participation ▪ There are three basic types. The "typical" prize show appeals to working class housewives. The prize show featuring show-business people appeals more broadly, but still predominantly to women. The "more sophisticated conversation" programs appeal to viewer curiosity about the well-known people appearing. Interest varies according to the star, and the appeal is to all classes, but they are usually more acceptable to higher status people. The researchers found, somewhat surprisingly, that many people realize the show-business nature of quiz shows and wish they were back, rigged or not. Their reality does not have to be "real," these viewers feel.

7. Adventure ▪ Has a wide appeal, men preferring those that are basically action and women liking those with human interest aspects and "a love line." Documentary qualities increase upper-middle class viewing, but otherwise it's for the "middle-majority, moderate-status" viewer.

8. Educational ▪ Widely regarded as television's best, whether watched or not, but researchers found that people give "lip service to learning and its superiority while seeking excitement and gratification of less admired and easier goals." Those presented in an exciting way are more attractive. Educational programs are often thought of as for old people and children. Their audiences are among "people with intellectual or intellectualized points of view, rather serious middle majority men, women who want to keep up with their husband's broader perspectives, parents who are over-solicitous about their children's education and upper middle class people."

9. Current Events and News ▪ The average viewer, the researchers found, can talk about television at length without mentioning news programs. People who watch these programs are those who otherwise pay little attention to world news or men who feel it's a part of their "responsible manliness to be knowing about significant events." Upper-middle-class individuals feel one of tv's prime purposes is to bring the outside world to the mass of people. Sports have a broad appeal.

10. Soap Opera. ▪ The woman's "private domain," though men sometimes get interested. They are "absorbing" to "relatively mature middle-majority women," less so to upper-middle-class women.

sion viewers know more about tv commercials than they freely admit. Indirect questioning indicates that "a wide array" of products are fixed in their minds and recall comes easily. Though they think that a product, if popular, is advertised on tv, mention of specific products brings to mind specific commercials, and specific programs or kinds of programs are associated with product or product types. Women show greater familiarity with commercials than men; upper-class viewers are more selective, but also more active than those in lower classes, in watching commercials.

What SRI finds even more important is viewers' "personalized" attitudes toward commercials. They feel most commercials are intended for only certain people and claim they "don't watch a commercial unless I'm in the market for that kind of product." They feel it's a communication between two interested parties, one selling, one buying, and they're irritated when they have to watch commercials "that have nothing to do with me." Though only a few go to the extreme of buying a remote tuner to tune out commercials they don't like, a substantial number of viewers have similar motives. Most of these viewers don't ignore the commercials, but they don't really pay attention. If the message is good enough to catch their attention they'll watch it, but otherwise they'll follow it in a vague, inattentive way till it's over.

Viewers know, or sense, that television commercials have a recognized uniqueness because of tv's own qualities and meanings. They know, in short, that a tv commercial is a story, a dramatic presentation. They respond to a commercial as to other tv stories, by retaining an overall image about what they have seen and heard, but details are lost, "collapsed into a summary evaluation of what they perceive to be the main ideas."

Receptive to Commercials ▪ SRI thinks it of more than passing significance that viewers are receptive to most commercial themes, the exceptions being those concerning sex or violence, which, nevertheless may be acceptable if they are not too blatant or are softened or disguised. Viewers aren't choosy about themes. They are much more receptive to a commercial's mood and technique than to its plot. They are aware of and appreciative of the several techniques tv has at hand. They like the movement tv adds to advertising.

Tv commercials basically influence more than inform and viewers respond emotionally rather than intellectually. The fantasy-producing power of television is effective in motivating viewers, in arousing fears and anxieties.

Since viewers think of television as being expensive, they feel commercials should be done with corresponding imagination and creativity, that they should reflect the same quality as programs. Viewers know very well that television probably is the best way to get rapid, wide exposure for a product. They want commercials to say something new and different, whether the product is new or old. Repeated commercials lose this "immediacy," and annoyance sets in. By tv's very nature, it can "over-familiarize" viewers with the product in a short time and the resulting irritation is directed at the commercials.

Television's quality of creating direct communication between performer and viewer in programs extends to commercials and, to communicate, commercials need to be personalized. There is little tolerance for commercials overly generalized, overly abstract, too much for "all" people, or those that are simple and direct.

Rules for Commercials ▪ Viewers feel the commercial should stay within the bounds of propriety, that it should not exceed certain limits (which are ill-defined and shifting). Nor should they stimulate—or "more pointedly, influence—too much." Viewers expect, in fact, demand, that commercials explain, prove, demonstrate, entice, motivate and entertain. They want commercials, like programs, to give them a worthwhile experience, to prove their merit, use interesting techniques, tell an engaging story, say something new and different and significant, give special attention to individual members of the audience.

"In many ways," the researchers conclude, "it is like an enjoyable game that people play with television: Catch me before I turn away, and if you're good enough to do this then I'll pay attention, be influenced, perhaps buy what is being advertised." In turn viewers feel they are under a sort of obligation to watch and listen, to be influenced and possibly to buy. If for some reason they do not fulfill their end of the "bargain," they often give an excuse or defensively explain why they don't do so.

Characteristics of Sample

City	N	%
Chicago	53	21
Mason City	42	16
Philadelphia	34	13
Atlanta	25	10
San Francisco	26	10
Cincinnati	26	10
Oklahoma City	16	6
Worcester	20	8
Louisville	13	5
Total	255	99
Number in Household		
	N	%
1	2	1
2	48	18
3	59	23
4	66	26
5	46	18
6	23	9
7	9	4
8	2	1
Total	255	100
Social Class		
	N	%
Upper Middle	50	20
Lower Middle	111	44
Lower Class	94	37
Total	255	101
Sex		
	N	%
Male	125	49
Female	130	51
Total	255	100
Marital Status		
	N	%
Married	204	80
Single	15	6
Other	8	3
Child	28	11
Total	255	100
Age		
	N	%
6-11	14	5
12-16	14	5
17-19	4	2
20-29	32	13
30-39	68	27
40-49	71	28
50-59	31	12
60-69	16	6
70 or over	4	2
Total	255	100

The study looks at the several types of commercials, their appeals, their styles and the products associated with each.

The product type—or sales pitch—is the most stereotyped and creates the most annoyance. People feel pressured and pushed by them ("product dominates," "tone is aggressive," "it's repetitive"). But commercials of that type are successful, since the viewer can't avoid them and can't forget them and there is a tendency to give in. Viewers associate small-item, impulse-purchase products with that type of commercial, or products that are risky to buy, such as used cars. Viewers think of soap, inexpensive household furnishings, personal products, in connection with the sales pitch.

Most Criticized ▪ The demonstration commercial has a wide appeal, but this will vary according to the product and how it's presented. The how-to-use type is not as criticized as the how-it-works commercial, which, if poorly done, is often accused of exaggerating. But this criticism is not often made if the commercial is otherwise interesting or is on a program the viewer likes or trusts. Especially criticized are how-it-works health-care commercials, but their message "does get across."

Commercials using performers or announcers are appealing in proportion to the popularity of the announcer or viewers' confidence in him. The personality also tends to lend symbolic qualities of his own to the product. Thus, a western star reminds people of ruggedness, manliness, impulsiveness, gratification or aggression, and viewers feel products such as cigarettes, beer, coffee, automobiles and outdoor and sports equipment are appropriate for these performers to advertise. Musical comedy stars suggest more refined luxuries—foods, home appliances and similar household items, more expensive grooming products and those associated with hobbies.

Not all performers, however, are thought of as good commercial announcers. The study mentions comedians as an example in concluding that viewers often wonder whether the comedian is joking or serious, insincere or sincere, though some comedians (such as Hope, Skelton, Benny) have appeared in successful commercials. Viewers have a feeling most comedians

YOU CAN QUOTE ME . . .

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette Le Brecht

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York

I'LL SAY THIS . . .

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York

MY-T-FINE
PUDDING
COOK
WITH MILK
Nut Chocolate Flavor

Call your WLW Stations' Representative . . . you'll be glad you did!

WLW-D Television Dayton
WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW Radio

Crosley Broadcasting Corporation, a division of Avco

should not be identified too well with a product, but to be good comedians should be free and independent.

Viewers generally feel that performers should not become too much associated with a product or appear too often in commercials, but they are much more ready to tolerate it if the appearance is not directly sales-oriented. Easier to accept are such connections as Dinah Shore with Chevy, Ernie Ford with Ford, Perry Como with Kraft or Red Skelton with Pet Milk.

Animation Well Received ■ The animated commercial, with its unreal and make-believe elements, is often effective because it does not seem like a commercial. Mothers love to have their children watch them because of their liveliness and because they are "not really 'real' commercials." Men accept them, even for big expensive products. Upper-middle-class viewers like their imagination; lower-middle viewers like them for their children, but also for themselves. Lower-class viewers don't necessarily differentiate between children and adults except where the product is concerned and lower-class men "can be especially appreciative of the cartoon approach." Older people feel uncomfortable with them and say they are for children, not adults.

The mood commercial with its soft sell arouses little criticism, but it's not necessarily enjoyed as well as animated commercials. Though audience reaction depends on the product, mood commercials are successful in creating a brand image. Social class and age seems to make little difference, but people who like straightforward advertising, those suspicious of advertisers' motives, or those who seek assertive information and immediate solutions, are most likely to be dissatisfied with the mood commercial. Many viewers express a preference for the mood commercial and often say it should be the only type on television.

The viewer thinks some products and commercials go better with some program types than with others. The study concludes that current events programs, for example, should have commercials that tend to be factual, minimize the personality, advertise large, expensive items or those which require long-range planning and which are bought usually by men. Sports programs go well with commercials that are lively, enjoyable, not very serious, impulsive and spontaneous, which feature known announcers, animated figures or commercial endorsements (preferably with "a sexual tone"), and which sell such pleasure-dominated products as beer, cigarettes, gasoline and other products such as cars or household items "if not given in a forceful manner."

Type of Product ■ Suspense-mystery shows should have products that don't seem frivolous, but are not demanding or interfering; products "masculine in meaning" or that are "personal seeming" (perhaps those for tension release) seem to fit this category.

Adventure shows leave room for a wide variety of commercial types which can be both factual and emotional and sell many kinds of products, but not some feminine items. Westerns are good for almost all commercial approaches, especially for products that offer gratification, are easily bought and are directed at men. Straight comedy shows must be more selective: commercials may provide relief from the comedy or may use the comic as a salesman; and products should be those which stand spoofing or the light approach.

Drama calls for diverting, soft-sell, modified mood-type commercials or those with a known announcer who talks gently and carefully about the product. Most product type commercials are considered particularly offensive in drama programs. Variety programs are good for quality-oriented commercials for quality products.

Number of Television Sets Owned by Families in Campbell-Ewald Survey

	N	%
One Set	170	67
Two Sets	72	28
Three Sets	12	5
Four Sets	1	1
Total	255	101

Situation comedy is a good vehicle for emotionally-appealing commercials or those which emphasize imagery. They can sell products to all members of the family if they are "nice" products, pleasant to buy and useful in every home. Quiz and participation programs are suitable for commercials by name personalities who promote products bought on advice, trial or to solve fairly apparent and not-too-complex problems. Soap operas can take almost all commercials except animated types, but the products must be feminine ones or related to the woman's world.

Unsuitable Products ■ Some products are generally unsuitable for some program types—beer on children's programs, investment purchases on sports. But the researchers emphasize that most programs can "tolerate" many products and several kinds of commercials. There are only preferred combinations and for a given program and commercial, "it all depends."

Thus, the agency, the advertiser, the network or the station is left to determine for itself which type of commercial, which product and which program go together. But SRI, in concluding the commercials phase of its study, passes out one bit of advice applicable to all:

"Commercial effectiveness is not only a matter of getting people to buy. Commercials also develop certain expectations about what a product will do, how it will function, what gratifications it is to provide. While these might well be motivating factors to buy, they also influence how a person will respond to the product after he has purchased it. Effectiveness, in other words, also includes the idea of setting up standards for the product among both present owners and prospective purchasers."

The overall attitudes of the viewer toward television and its programming is something Campbell-Ewald thinks ought to be causing great concern, not only to advertisers and agencies, but to those in whose hands programming on the medium chiefly rests—the networks and program producers. As Mr. Mchugh puts it:

"We hope that those who are seriously engaged in television programming—the networks and the large producers—may be inspired by this study to want to find out all they can about audience attitudes toward this medium. At the moment, we know of no other major effort to get at all the things that this study uncovers.

"Current rating services project national audiences, indicating how many are watching tv, but they do not answer how they are watching or why they are watching. Rating services measure action, but since the formation of feelings and attitudes usually precede action, we feel that we must have some measure of these feelings and attitudes in order to evaluate what action will take place at a future time."

Viewer's Viewpoint ■ Thomas B. Adams, president of Campbell-Ewald, calls the SRI study "the first one we have ever seen that starts on the viewers' side of the television set and considers what the medium means to him." He feels other advertisers outside his agency's client list will be interested in it and "we hope to get their reactions to it."

Campbell-Ewald is quick to add that it does not consider the SRI study the last word, and, indeed, thinks there should be a second study done during the 1961-62 program season. Meanwhile, here are some of the things it knows about the television viewer right now:

The viewer up to now has organized his life around tv, but tv will have to use all the ingenuity at its command to hold him from now on. He has definite ideas about what he should get

*MARCH

The bigger they are...

the harder they fall for WCAU-TV!

The latest ARB* shows that Channel 10 delivers more adults than any other Philadelphia station. And more women! If you've got big sales ideas, reach the big spenders. Call CBS Television Spot Sales or CBS Owned WCAU-TV.

from tv, but doesn't always get it. His tastes are forever changing and tv doesn't always keep up with them. He would skip some of the programs (and commercials) he now watches if he could find something he likes better. He's getting more and more choosy, but he looks at tv more than he thinks he does. He is more receptive to tv on Sundays, Mondays, Tuesdays and sometimes Thursdays, but other times he is occupied with other things and at these times may be even more critical of what tv has to offer.

Point of No Return ▪ The viewer has a satiation-saturation point beyond which he will not go in watching endless copying of successful program formulas. If a new show gets a big audience, a few like it may also succeed, but there is a point at which viewers begin to demand variations—different kinds of westerns, comedy shows, situation comedies, quiz programs—and new expressions of a basic program format. And all programs must come up to the current taste patterns, which are shifting and blurred, but in some way reflect the society's basic themes and values.

The study is the basis for predicting the rise and fall of given program types in the next few years. Westerns, generally, are seen as slipping and suspense-mystery shows coming up. Variety shows have dropped some and there's no promise of changes. Daytime soap operas are taking hold among women and may become even more popular in the years ahead. The quiz show is seen as being ready for a comeback. Viewers seem to be expecting a new comedy format and a new group of comedians, but none are in sight. Dramatic programs and situation comedies are stable. Adventures should do better in the next few years. There are indications of increased interest in news, conversation and documentary type shows, but these show nowhere near the possibilities that "some people preach or hope for," and they're not expected to diminish television's main offering, entertainment.

Viewers are described as much more vocal in praise of and in demands for "serious" or "educational" programming than engaged in enjoying, planning for or giving thought to such programs, which leads the researchers to conclude that perhaps viewers shouldn't be taken too much at their word when they say they want this type; that possibly viewers think their viewing of such programs would diminish the "guilt" they feel at watching television so much.

More Serious Programs ▪ But they see an increasing market for such programs, dressed up with more entertainment techniques: "The audience might not be large, though they could be loyal and important."

The study evaluates the typical appeals of some various current types of programs and personalities, though not singling out specifically those programs that are declining or growing in popularity. Some examples:

Garry Moore seems to be more relaxed, friendly, younger acting than some other m.c.'s and is "on the way up." Huntley and Brinkley are seen as the schoolteachers of tv and Ed Murrow seems the ideal newscaster, with his thoroughness, forcefulness and ability to organize and present. Douglas Edwards is "near the top but still on the way."

Desi (Arnaz) is seen as needing Lucy (Lucille Ball) badly, but she probably can do as well or better alone. Perry Como is seen as somewhat weary and Pat Boone as having given all he has to offer. Ed Sullivan seems more and more repetitive and limited in creating new interest, though his programming is by no means dead yet. Red Skelton and Art Carney are on the rise. There seem to be no new faces except possibly Carol Burnett and Shari Lewis. Jackie Gleason seems due for a revival (he has tried again since the study was made, but failure of the new program was blamed on the format rather than on his own appeal). Loretta Young seems stable, but older. Art Linkletter seems to have a good audience and is well entrenched with daytime viewers.

One of the most important contributions of the SRI study was the examination of viewers' attitudes according to social class, an aspect the researchers went into at some length. They found that social class is significant not only in the amount of time spent watching television, but also in the varying attitudes toward it. Attitudes were found predictable to a high degree for a social class as a whole, with considerable overlapping between the lower elements of one class and the higher elements of the next. Here are some of the findings:

Class Attitudes ▪ Upper-middle class —its members watch a half-hour to three hours on weekdays, two to six hours on weekends, and they prefer news, information programs, sports and spectaculars. Lower-middle class—members watch one to four hours weekdays, four to twelve hours on weekends, and like news, westerns, variety, comedy, movies. Lower class—viewers watch two to six hours weekdays, four to twelve hours or more on weekends, and prefer westerns, sports, variety, comedy, detectives, adventures, movies.

The upper middles use tv in less central ways than the lower middles; to them it's one of several resources and they're less appreciative of it; the upper middle, especially the intellectual, may want to elevate tv tastes, but he's also very curious about it. He uses it to measure the prevailing culture, likes his role as social critic and feels his importance in complaining that it's not good enough for his own tastes. He watches somewhat less than those in lower classes, but, importantly, his approach is "more active and stimulated." He selects, discriminates and plans in his watching and is strong in criticism and opinions of tv. He singles out particular types of programs and feels the range of programs to be limited and, thus, has feelings of being "over-exposed and tired."

The "mobile" middle-class people (those striving consciously or unconsciously to elevate themselves) appreciate that watching programs, stars and people on tv keeps them up to date and knowledgeable. They look for documentaries, current events, drama and programs dealing with cultural purposes and the great issues of the day.

The "mobile" middle-class viewers feel they use the same tv criteria as the upper middles. They want to exercise restraint in viewing, but be active and constructive in what they see. They want to use what they see to broaden themselves and to help them in their strivings for self-improvement and a better way of life. They criticize what they feel to be too much entertainment, instead of education, on tv; they think it too stimulating, sensuous, provocative. They are afraid of losing control and sight of their strivings and goals.

The greater middle "majority" groups have learned to be somewhat openly critical of tv, but they also feel that tv is "wonderful, that it provides such excellent opportunities for entertainment that they now would not know what to do without it." They consider the programs plentiful, feel some of them are the "best," and everyone has a long list of favorites.

Pay Tv Infringement ▪ The middle "majority" groups, especially of the working class, consider pay television an infringement on their right to enjoy a better way of life; feel that the more privileged classes would thus deprive them of what is now theirs. The possibility to them, SRI researchers comment, "looms like a threat."

On the other hand many upper middles and "mobile" lower middles think pay tv may possibly improve tv's quality.

The lower-class viewers are selective in tv viewing, but their selections cover a broader range. What they select (westerns, for instance) is usually more available. They don't feel the need to

SESAC INC.

greets the AWRT on its tenth anniversary

We cordially invite you to visit the SESAC Exhibit, Booths 36 and 37 at the AWRT Convention to learn how to increase your station's profit potential with:

SESAC RECORDINGS*

An LP music service featuring a repertory of distinction. Top-flight artists and arrangements available in a host of musical categories for round-the-clock programming entertainment.

"DRUMMERS"*

Production aids, station promotionals, sales starters.

"JUST A MINUTE!"

60-second fully orchestrated show stoppers for hard to fill spots.

and introducing . . .

"MUSICAL SALES EFFECTS"

A completely new dimension in sound!

all from Sesac Inc. –
Celebrating 30 years of service to the entertainment industry.

*trademarks

SESAC INC.

10 COLUMBUS CIRCLE, N. Y.

WGAL-TV Religious Programs

Religious programming on Channel 8 will soon enter its THIRTEENTH YEAR. During this period, WGAL-TV has cooperated with *all* religious groups throughout its coverage area. Religious telecasts are just one phase of this station's many activities in the course of public service.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco stop and think why they chose a particular program or what there is about it they like. They, too, value self-control in tv viewing, but they are not so confident about exercising it as the higher classes. They have fewer alternatives for doing other things.

In one respect tv has been instrumental in diminishing the differences between upper and lower classes. Thus, the lower classes and people in rural areas, who once watched the movies, now have urban, middle class American entertainment available on tv in large quantities, in convenient form and access, and to some extent television has raised their level of understanding.

All the classes are concerned to some extent about watching tv and will be as long as what tv offers is "so broad and somewhat suspect." It offers entertainment, information, escape, stimulation, balms, pastime—all right in the home in the easiest, laziest way —which accents passivity and dependence rather than activity and autonomy.

It's easier to criticize tv than not to turn the set on at all: "Its place is too prominent, not only because it is in the home and the temptation sits there staring one in the face constantly, but also because what it has to offer in terms of learning about the world . . . has grown to be accepted as a vital part of every individual's life."

Most Like Tv ▪ There are, the researchers feel, few people who could say—and mean—"I could live without it forever." There are few who don't really like tv and few who don't watch it a lot.

Although everyone watches tv, they do it for different reasons, the study finds, and puts these motivations into four main categories: (1) to relax, (2) to become stimulated, (3) to learn and (4) to escape. They also watch in different ways. SRI counts 10: intent, idle, reading-snoozing, sharing, visiting, monitoring (watching a program selected by another person), selective, exclusive (watching only one type of program), unintentional, listening-no-watching.

Neither Campbell-Ewald nor SRI is predicting that the changes seen or suggested in the report are at hand, nor do they think of them as so revolutionary as to turn television completely on its ear. But they certainly are not minimizing the possibility that some of the changes will be far-reaching. Some of the trends seen will "continue at a very rapid pace" with "very drastic implications for changes in programming and advertising plans."

The SRI researchers see the likelihood of an approach toward an era of "unimagined opulence" in television if world chaos doesn't intervene.

The people at Campbell-Ewald make it plain that the findings in the study are meant for long-range planning rather than for immediate, specific cases. The tv findings will be used for guideposts rather than for putting together the perfect tv program or commercial. Specific problems, such as the selection of a show, will be handled as in the past by studies of a given program. And the television study is only one part of an overall study Campbell-Ewald has in mind. Radio and magazines are high on the list of other media the agency feels should be examined in the same comprehensive way.

Can Predict Future ▪ Campbell-Ewald thinks studies like this can help to predict the collapse or decline of programs before the normal symptoms appear (drop-offs in ratings). They can do this, for example, by turning up evidence whenever big chunks of a program's audience consist of "default viewers" (those who are watching only because the competing programs are even less attractive); or when a program's "core audience"—those who can be counted on to watch the program every week, regardless—is beginning to lose interest; or when viewers generally begin to show "fatigue" with the program (a restlessness or feeling that the program is beginning to have too much "sameness").

As an example, Mr. McHugh cites *Program X*, a network tv show sponsored through Campbell-Ewald a few years ago but not otherwise identified. The show was reaching more than 10 million homes each week. But in a study SRI found that a great many viewers were really "default viewers" watching only (1) because they thought they ought to watch and ought to like it, or (2) because they considered competing programs unsuited to family viewing.

"The study showed that if either of the other networks changed the program opposite us, then *Program X* would be in trouble," Mr. McHugh recalled. "But we were still relatively new at this sort of study and *Program X's* ratings had showed no signs of dropping, and we stayed with the program. But one of the other networks did in fact put a new show in against *Program X* that fall—and *Program X's* ratings caved in. Its average audience dropped 50%."

It must be presumed that Campbell-Ewald will not allow such viewer attitudes to go unheeded again.

NIELSEN

TOTAL AUDIENCE (†)

Rank		% U.S. TV homes	No. homes (000)
1	**24 Hours in a Woman's Life**	40.3	18,901
2	**Wagon Train**	40.0	18,760
3	**Gunsmoke**	39.9	18,713
4	**The Real West**	37.6	17,634
5	**Rawhide**	34.7	16,274
6	**Marineland Circus**	34.0	15,946
7	**Purex Specials**	33.0	15,477
8	**Danny Thomas Show**	32.2	15,102
9	**Andy Griffith Show**	32.1	15,055
10	**The Untouchables**	31.9	14,961

AVERAGE AUDIENCE (‡)

Rank		% U.S. TV homes	No. homes (000)
1	**Gunsmoke**	37.1	17,400
2	**Wagon Train**	32.9	15,430
3	**Danny Thomas Show**	30.1	14,117
4	**Andy Griffith Show**	30.0	14,070
5	**Have Gun, Will Travel**	29.3	13,742
6	**24 Hours in a Woman's Life**	29.2	13,695
7	**Candid Camera**	28.6	13,413
8	**Rawhide**	28.5	13,367
9	**Purex Specials**	28.0	13,132
10	**Real McCoys**	27.6	12,944

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

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Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Marineland Circus (NBC-171): Minute Maid Corp. (Ted Bates) and Tupperware Home Parties Inc. (BBDO), Sun. April 2, 8-9 p.m.

Purex Special ("Story of Will Rogers") (NBC-165): Purex (Edward H. Weiss Co.), Tue. March 28, 9-10 p.m.

Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

The Real West (NBC-199): Savings & Loan Foundation (McCann-Erickson), Wed., March 29, 7:30-8:30 p.m.

Danny Thomas Show (CBS-181): General Foods (Benton & Bowles), Mon. 9-9:30 p.m.

24 Hours In a Woman's Life (CBS-178 live, 4 delayed): Revlon (Warwick & Legler), Mon., March 28, 9-10:30 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

P&G'S $101 MILLION IN TV

No one else comes even close to 1960 pace of television's top client, says TvB

Procter & Gamble, the nation's No. 1 tv advertiser, billed $101,491,119 for gross time purchases (network and spot) in 1960. P&G's spending rate places the advertiser in a class by itself. More than $55 million was in spot and over $46.4 million in network.

The totaling of P&G's gross time billing was made possible last week with release by Television Bureau of Advertising of national-regional spot tv billing. Advertisers placed a total gross billing of $616,701,000 in spot (national-regional) and $682,371,069 in network.

Food and grocery product advertisers, with more than $165.1 million, led other classifications in spot tv gross time billings in 1960. A full recount of the fifth annual spot report listing compiled for TvB by N. C. Rorabaugh Co. showing leading spot advertisers follows. Note: a TvB report on top advertisers and brands in spot tv covering the past five years was released earlier this spring (BROADCASTING, April 3).

TOP 100 SPOT ADVERTISERS

1.	Procter & Gamble	$55,084,440
2.	General Foods	18,540,740
3.	Lever Brothers	16,535,560
4.	Colgate-Palmolive	11,419,230
5.	Bristol-Myers	10,169,560
6.	Lestoil Products	9,961,120
7.	American Home Prods.	9,412,110
8.	P. Lorillard	8,431,630
9.	Miles Labs.	8,132,990
10.	William Wrigley, Jr., Co.	7,810,220
11.	Brown & Williamson Tobacco	7,786,200
12.	Standard Brands	7,477,080
13.	Hunt Foods & Industries, Inc.	6,530,630
14.	Warner-Lambert	6,302,760
15.	American Tobacco	6,056,610
16.	Continental Baking	5,879,280
17.	Kellogg	5,795,390
18.	Nestle Co.	5,679,460
19.	International Latex	5,591,010
20.	Ford Motor Dealers	5,275,570
21.	J. A. Folger	4,387,220
22.	General Motors Corp. Dealers	4,350,470
23.	Coca-Cola Co./Bottlers	4,187,470
24.	R. J. Reynolds Tobacco	4,173,570
25.	Philip Morris	4,149,560
26.	Gillette	4,031,050
27.	Avon Products	4,000,240
28.	Pillsbury	3,847,110
29.	Corn Products	3,737,550
30.	Anheuser-Busch	3,715,300
31.	Food Mfg. Inc.	3,651,080
32.	Minute Maid Corp.	3,623,440
33.	Standard Oil Co. (N. J.)	3,175,400
34.	Pepsi-Cola Co./Bottlers	3,119,040
35.	Canadian Breweries, Ltd.	3,033,050
36.	C. S. Johnson & Son	2,813,160
37.	United Merchants & Mfrs.	2,745,640
38.	Pabst Brewing	2,697,950
39.	Shell Oil	2,630,660
40.	Norwich Pharmacal	2,619,030
41.	General Mills	2,569,810
42.	Simoniz Co.	2,472,200
43.	U. S. Borax & Chemical	2,466,580
44.	Welch Grape Juice Co.	2,455,920
45.	American Chicle	2,448,910
46.	Falstaff Brewing	$2,403,400
47.	Andrew Jergens	2,402,070
48.	Quaker Oats	2,362,270
49.	Theo. Hamm Brewing	2,360,690
50.	Revlon Inc.	2,359,060
51.	Consolidated Cigar Corp.	2,304,900
52.	Socony-Mobil	2,297,670
53.	Richardson-Merrell	2,213,520
54.	Sterling Drug	2,185,890
55.	Atlantis Sales Corp.	2,185,120
56.	Maybelline	2,115,950
57.	Mennen	2,069,180
58.	Carnation	2,056,260
59.	E. & J. Gallo Winery	2,032,500
60.	General Electric	1,966,070
61.	Max Factor	1,952,450
62.	Carter Products	1,938,580
63.	Swift & Co.	1,928,990
64.	Atlantic Refining	1,897,080
65.	Wander Co.	1,890,180
66.	Jos. Schlitz Brewing	1,884,170
67.	Sun Oil Co.	1,849,770
68.	Associated Prods.	1,834,890
69.	Hertz Corp.	1,811,910
70.	Standard Oil Co. (Ind.)	1,765,030
71.	Vic Tanny Enterprise	1,758,030
72.	Hills Bros. Coffee	1,706,010
73.	Parker Pen	1,705,620
74.	Pacific Tel. & Tel.	1,697,230
75.	Drug Research Corp.	1,678,690
76.	Piel Bros	1,677,690
77.	General Motors	1,646,820
78.	Great Atlantic & Pacific Tea Co	1,631,390
79.	Phillips Petroleum Co.	1,619,830
80.	Texize Chemicals	1,616,270
81.	Pharma-Craft Co.	1,597,570
82.	Liggett & Myers	1,542,980
83.	Lanolin Plus	1,524,800
84.	Plough	1,516,010
85.	Scott Paper	1,503,190
86.	Helena Rubinstein	1,475,610
87.	American Motors Corp. Dealers	1,464,870
88.	Safeway Stores	1,454,360
89.	Chesebrough-Ponds	1,446,150
90.	Burgermeister Brewing	1,441,850
91.	Chrysler Corp. Dealers	1,404,150
92.	B. C. Remedy	1,387,480
93.	United Vintners	1,386,970
94.	Aerosol Corp. of America	1,377,720
95.	American Motors	1,361,320
96.	P. Ballantine & Sons	1,350,480
97.	Minnesota Mining & Mfg.	1,350,430
98.	Miller Brewing	1,350,100
99.	Ex-Lax	1,342,060
100.	Standard Oil of Calif.	1,332,990

Shell remains content without tv advertising

A glowing progress report on Shell Oil Co.'s virtually exclusive investment in newspaper advertising was presented by The Bureau of Advertising of the American Newspaper Publishers Assn. during ANPA's annual convention in New York last week.

Shell Oil, which startled the television industry earlier this year, announced that through its new agency, Ogilvy, Benson & Mather, virtually all of its expenditures would be placed in newspapers, a total of about $13.5 million, according to the bureau's report. The bureau told the ANPA audience the results of recent studies which indicate that Shell's newspaper campaign over the past four months has been effective and cited these main points:

- A total of 6,129 Shell dealers were asked to compare the 1961 campaign with those of previous years, and 50% liked the present campaign "better"; 17% felt it was "as good" as the previous one; 8% reported it was not "as good" and the remainder had "no opinion" or had "no comment."
- Another study of men motorists in three cities shows that Shell is "getting across" its sales story effectively in newspapers.
- Shell's management is "pleased with the results of the campaign" to date.

Shell placed almost $3.1 million in tv in 1960, according to the Television Bureau of Advertising, and retains a "very modest sum" for corporate advertising on tv.

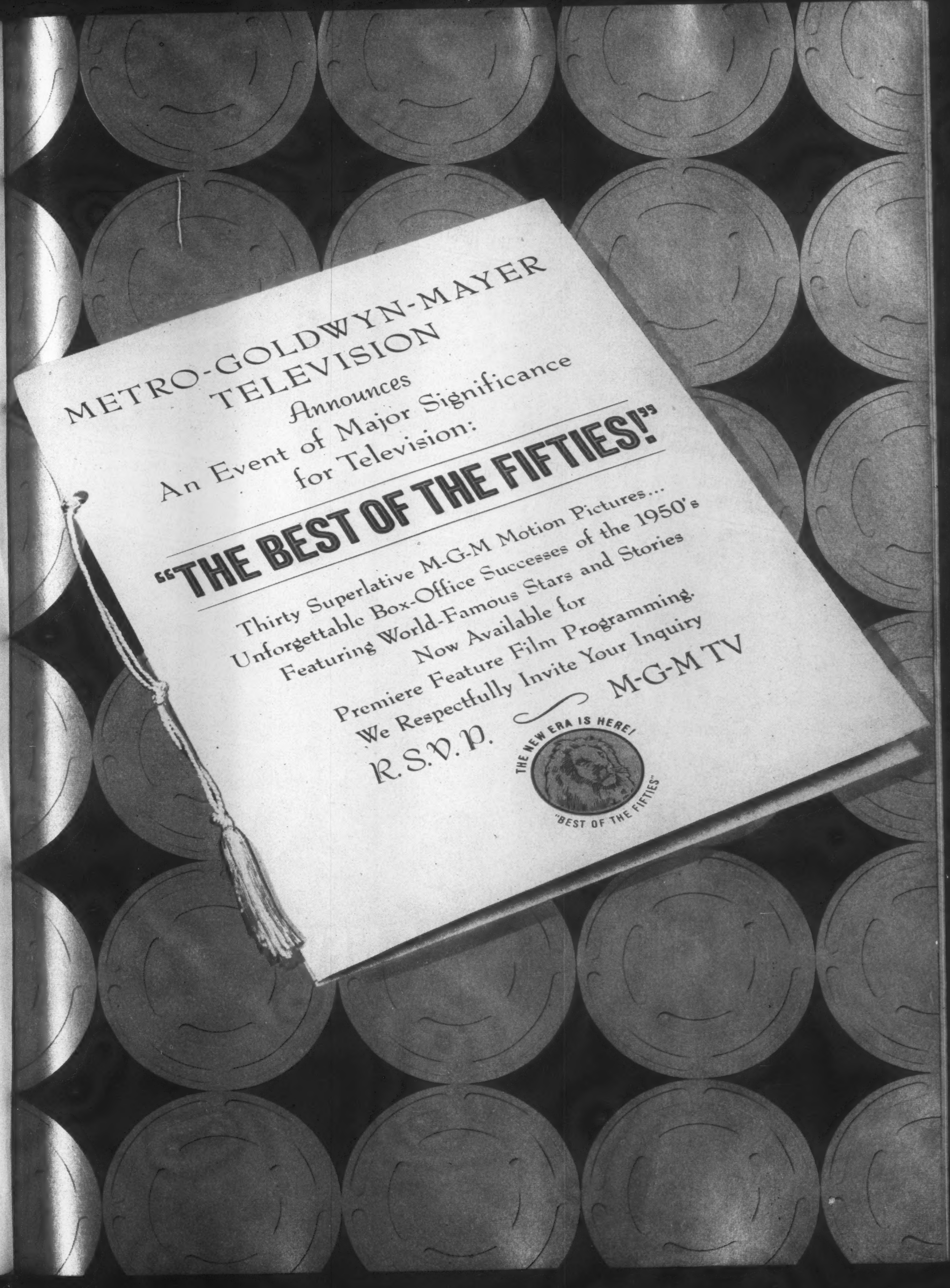
K&E loses $3 million in Lever ad accounts

Lever Bros. took an estimated $3 million in billings, almost half in radio and tv, away from Kenyon & Eckhardt last week and reassigned them to J. Walter Thompson and to Reach, McClinton. The products were Handy Andy, a household cleaner, and Spry, a vegetable shortening, assigned to J. Walter Thompson, and Praise toilet soap to Reach, McClinton.

Kenyon & Eckhardt handled the products more than four years and according to Samuel Thurm, Lever Bros.' advertising vice president, the "transfers were made by mutual consent." There were reports, however, that the agency and Lever had "insoluble differences" on creative and marketing programs which were reflected in the soap and food products firm's slumping 1960 sales—down some $21 million from $409.6 million in 1959 to $388.6 million last year.

The Lever account realignment was the latest in a series that started at the beginning of the year when the company said it would consolidate its agencies so that billings would not be spread thin. First to go was Needham, Louis & Brorby which lost an estimated $5 million in billings to Sullivan, Stauffer, Colwell & Bayles and to BBDO. SSC&B received the All line of products in the shift to add to Lever's Lifebuoy and Silver Dust accounts, already in the agency, and BBDO added Swan Liquid to its stable of Lever accounts which also includes Surf, Wisk and Nifty.

Later in the year the Dinner-Redy account was transferred from K&E, to Thompson, and Thompson got the Air-Wick account from Foote, Cone & Belding (which retained Lever's Imperial margarine and Pepsodent products).

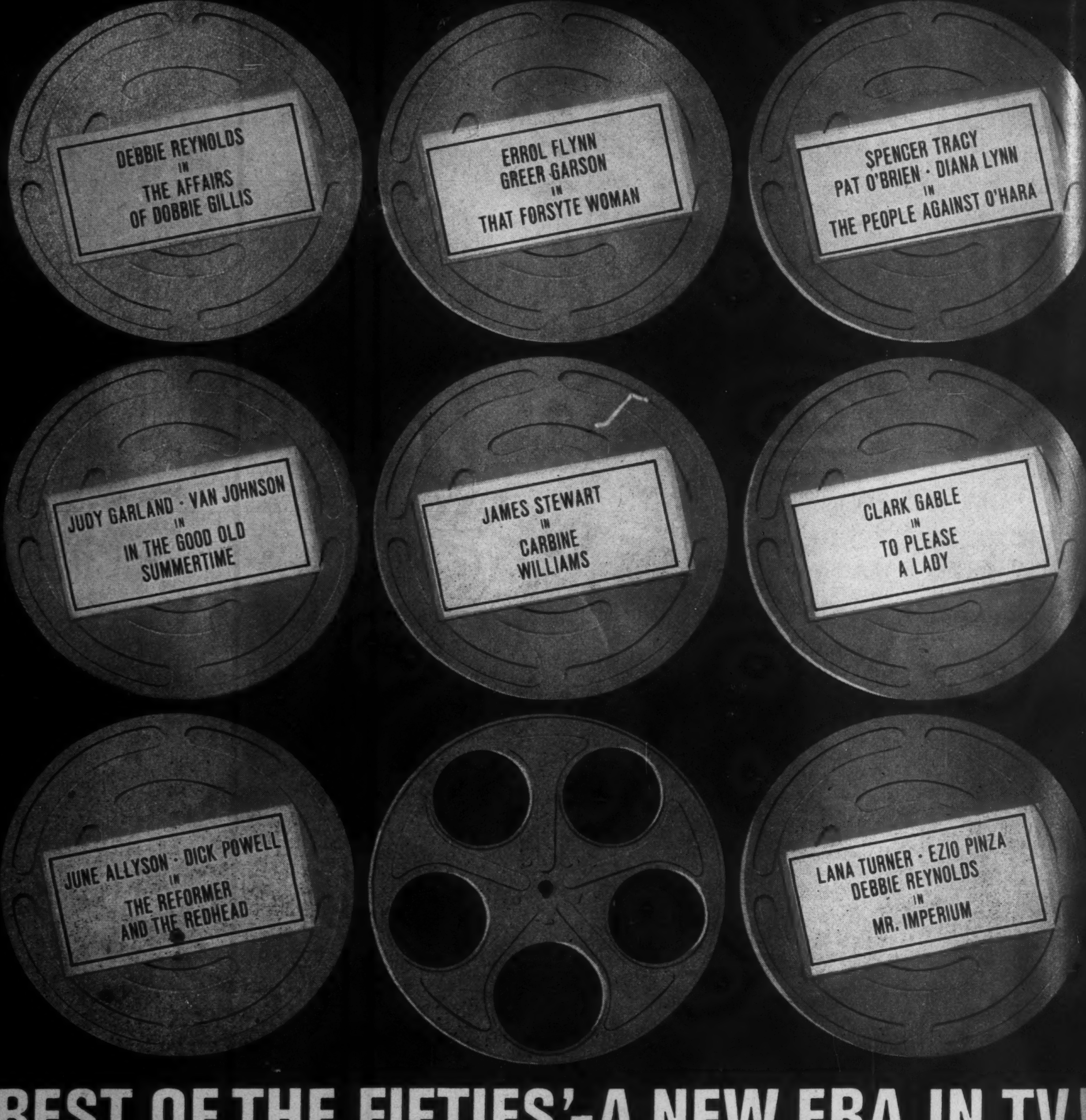
METRO-GOLDWYN-MAYER
TELEVISION
Announces
An Event of Major Significance
for Television:

"THE BEST OF THE FIFTIES!"

Thirty Superlative M-G-M Motion Pictures...
Unforgettable Box-Office Successes of the 1950's
Featuring World-Famous Stars and Stories
Now Available for
Premiere Feature Film Programming.
We Respectfully Invite Your Inquiry

R.S.V.P. M-G-M TV

THE NEW ERA IS HERE!
"BEST OF THE FIFTIES"


DEBBIE REYNOLDS
IN
THE AFFAIRS OF DOBBIE GILLIS
ERROL FLYNN
GREER GARSON
IN
THAT FORSYTE WOMAN
SPENCER TRACY
PAT O'BRIEN · DIANA LYNN
IN
THE PEOPLE AGAINST O'HARA
JUDY GARLAND · VAN JOHNSON
IN
IN THE GOOD OLD SUMMERTIME
JAMES STEWART
IN
CARBINE WILLIAMS
CLARK GABLE
IN
TO PLEASE A LADY
JUNE ALLYSON · DICK POWELL
IN
THE REFORMER AND THE REDHEAD
LANA TURNER · EZIO PINZA
DEBBIE REYNOLDS
IN
MR. IMPERIUM

'BEST OF THE FIFTIES'-A NEW ERA IN TV!

They're here! Thirty memorable M-G-M post-1948 feature films usher in the dawn of a NEW ERA in television feature film programming. Studded with big name stars, studded with big M-G-M type entertainment.

Everything that's necessary to bring a fresh new and exciting change to television feature film programming. Let's get together soon....

METRO-GOLDWYN-MAYER
TELEVISION
1540 BROADWAY, NEW YORK 36, N.Y. / JUDSON 2-2000

Ogilvy, Benson & Mather also handles a few Lever food brands.

Last week's moves ended Kenyon & Eckhardt's association with Lever. It also marked Reach McClinton's first Lever appointment, not without surprise because of Lever's announced intent to cut down on the number of agencies.

Record attendance expected by WSAAA

"The Sound of Advertising in the West" is the theme of the 11th annual advertising conference of the Western States Advertising Agencies Assn., to be held Thursday-Saturday (May 4-6) at the Shelter Island Inn, San Diego, with a pre-conference golf tournament on Wednesday. WSAAA officials predict an attendance exceeding last year's record registration of 200 members, wives and guests.

The conference will open with a luncheon Thursday, followed by afternoon workshop sessions on media and new business. Ted Neale Jr., Neale Advertising Assoc., Los Angeles, will preside over the media session; Gordon Gelfon, David Olan Adv., Los Angeles, will moderate the new business discussion.

Workshops Friday: on agency operations, Doug Anderson, Anderson-McConnell Adv. Agency, Los Angeles, presiding; how to make advertising a better citizen, Rod Mays, Mays & Co., Los Angeles, in charge; how to build an agency image, Ray Gage, Guerin, Johnstone & Gage, moderator.

The day's agenda includes a session on agency costs and operations, with Norm Tolle, Tolle Co., San Diego, in the chair.

On Saturday, Bernard Schnitzer, Bernard B. Schnitzer Inc., San Francisco, will preside over a workshop on creativity in copy and design. Irving Eckhoff, Roche, Eckhoff & Assoc., Los Angeles, and Don Jenner, Don Jenner Adv. Agency, L. A. will jointly conduct a publicity workshop.

James Wadsworth, who succeeded Henry Cabot Lodge as U.S. ambassador to the UN last year when Mr. Lodge resigned to campaign for the vice presidency, will be the banquet speaker on Friday. WSAAA President Carl Falkenhainer, Carl Falkenhainer Adv., Los Angeles, will preside at the banquet. Macy Baum, Paul & Baum Adv., Los Angeles, will be toastmaster. "The Story of the Los Angeles Angels" will be told at the Friday luncheon by George Bryson, executive of the ball club, and Johnny Grant, personality of KMPC Los Angeles. The past presidents' luncheon on Saturday, with Bob Culbertson, Culbertson & Backrach Adv., Los Angeles, presiding, will conclude the program.

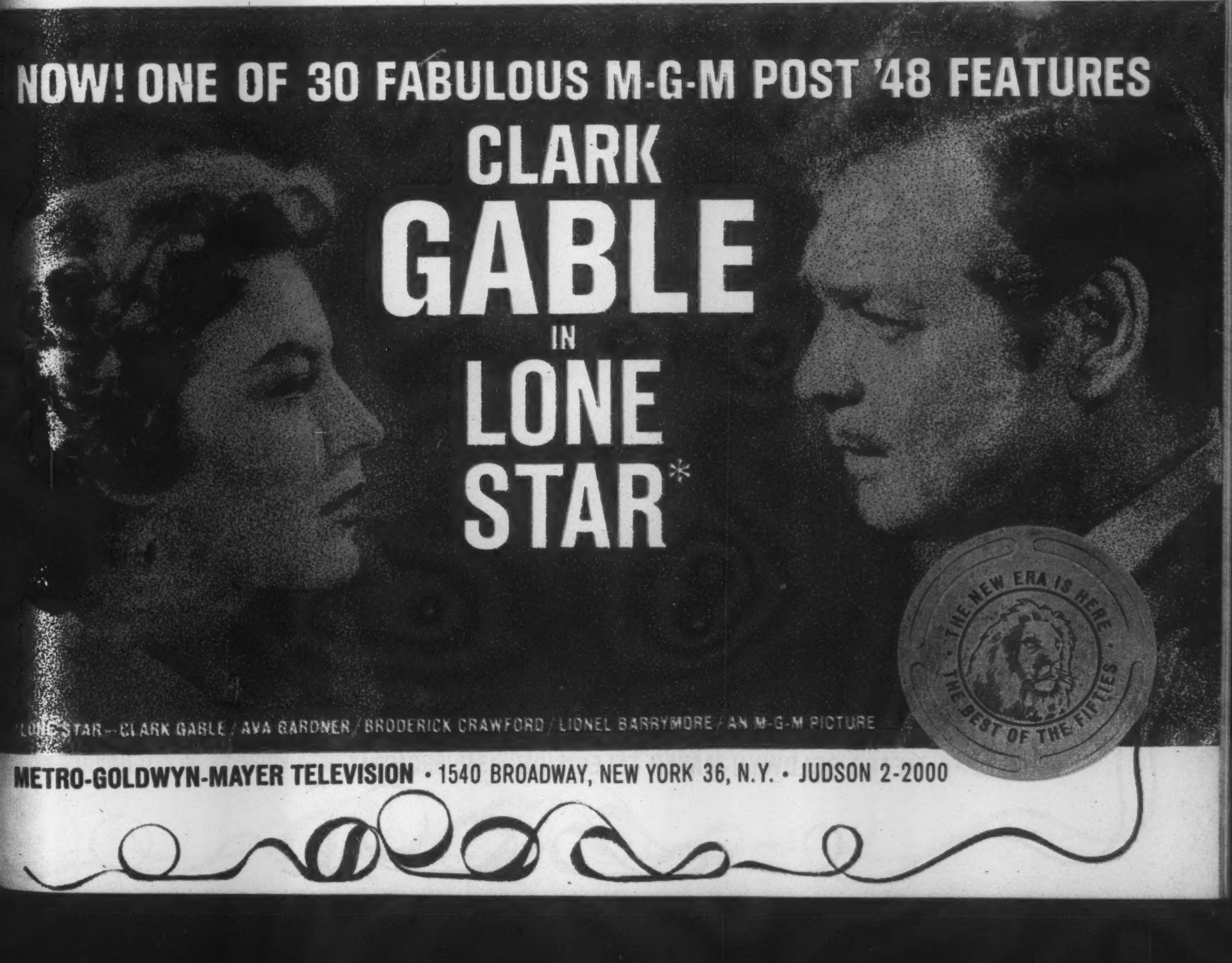
Gordon Best agency now Post & Morr

Gordon Best Co., 55-year-old Chicago agency which places nearly 60% of its $12 million annual billings in the broadcast media, opens its doors today (May 1) at a new address under new ownership and with a new name: Post & Morr Inc.

Carl M. Post, for the past year president of Best, and Frank F. Morr, for many years vice president, have acquired all the stock in the Best agency from Board Chairman Gordon Best, culminating an ownership transfer plan that has been in evolution about three years.

Mr. Post continues as president and Mr. Morr becomes executive vice president.

Post & Morr has taken the entire 13th floor of the Palmolive Building at 919 N. Michigan Ave. New phone num-


NOW! ONE OF 30 FABULOUS M-G-M POST '48 FEATURES
CLARK
GABLE
IN
LONE
STAR*

THE NEW ERA IS HERE · THE BEST OF THE FIFTIES

*LONE STAR — CLARK GABLE / AVA GARDNER / BRODERICK CRAWFORD / LIONEL BARRYMORE / AN M-G-M PICTURE

METRO-GOLDWYN-MAYER TELEVISION • 1540 BROADWAY, NEW YORK 36, N.Y. • JUDSON 2-2000

ber is Whitehall 3-2880. The entire Best staff moves to the new agency, including the former Best offices in Los Angeles and New York, headed respectively by Vice Presidents Roy M. Kirtland and John Pinto.

Post & Morr will continue to serve all the Gordon Best clients, including Jos. Schlitz Brewing Co., Dow Chemical's Campana Division, Maybelline Eye Cosmetics, General Finance Co., Florsheim Shoes and Dumas Milner Corp.

Donald S. Manchester, formerly executive vice president of Foote, Cone and Belding and Dancer-Fitzgerald-Sample, has been named vice president, director and plans board chairman of the new agency. Richard B. Best, secretary of Gordon Best Co., becomes a P&M vice president, and Thomas F. Whitehead, formerly copy chief and acting creative director of Best, becomes P&M vice president and director of client services.

Messrs. Post and Morr introduced a number of other key executives added to Best in recent months but in many cases not previously announced. Dr. Ho Sheng Sun, director of media research, formerly with Toni.; Anthony J. Hebel, vice president and director of internal services, formerly with McCann-Erickson and Grant Adv.; Howard Medici, director of merchandising, formerly with Rival Packing Co.; John Clark, manager of radio-tv department, formerly with NBC and D.P. Brother & Co. in New York; and Mitchell Streicker, director of marketing services previously with Leo Burnett Co. and McCann-Erickson.

Agency appointments...

- Dormeyer Inc., Chicago, manufacturer of electric housewares, power tools and garden tools, has appointed North Adv., Chicago to handle its advertising.

- Norwich Pharmacal Co., Norwich, N. Y., has appointed Cohen & Aleshire, N. Y., as its agency for two new products.

- Congoleum-Nairn Inc., Kearny, N.J., appoints J. Walter Thompson, N. Y., for its line of floor and wall coverings, effective May 29. Budget is approximately $1.3 million in various media. Keyes, Madden & Jones, Chicago, currently handles the Congoleum-Nairn Inc. advertising account.

- Fulham Bros., Boston, processors of Four Fishermen brand seafood products, has appointed Hicks, Greist & O'Brien, Boston, as its advertising agency.

- Kinney System Rent-A-Car, N. Y., appoints Moss Assoc., that city, as its advertising agency. The current campaign for Kinney includes radio and tv spot.

- Roche Labs, division of Hoffman-La Roche Inc., Nutley, N. J., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., to handle advertising for several of the division's new proprietary drug products. Radio and television spots are expected to be a major part of the campaign.

- The Waldorf-Astoria Hotel, N. Y., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency, effective May 1.

WRGB (TV) moves to Katz

WRGB (TV) Schenectady, N. Y., has appointed The Katz Agency Inc. as its national sales representative, effective July 1. WRGB is the third NBC affiliate represented by NBC Spot Sales, to appoint Katz in the past month. Previously KSD-AM-TV St. Louis and WAVE-AM-TV Louisville had appointed

FROM THE STUDIOS OF M-G-M-A NEW TV ERA
SPENCER
TRACY
IN THE
ACTRESS*
THE NEW ERA IS HERE
THE BEST OF THE FIFTIES
*THE ACTRESS – SPENCER TRACY / JEAN SIMMONS / TONY PERKINS / TERESA WRIGHT / AN M-G-M PICTURE
METRO-GOLDWYN-MAYER TELEVISION • 1540 BROADWAY, NEW YORK 36, N.Y. • JUDSON 2-2000

Katz (BROADCASTING, April 17, 3). The appointments resulted from FCC's order prohibiting network spot sales organizations from representing their affiliates.

KLAC names Adam Young

KLAC Los Angeles, after a two-year separation, has reappointed Adam Young Inc., New York, as station representative for two years. An unusual aspect to the appointment is that Westinghouse Broadcasting Co., which has its own radio and tv rep firms, has signed a contract to purchase KLAC from Hall Broadcasting Co., subject to FCC approval. Westinghouse radio stations are represented by AM Radio Sales, New York.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 20-26 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 20	**Untouchables** (9:30 p.m.)	ABC-TV	28.6
Fri., April 21	**Flintstones** (8:30 p.m.)	ABC-TV	23.4
Sat., April 22	**Gunsmoke** (10 p.m.)	CBS-TV	23.4
Sun., April 23	**Candid Camera** (10 p.m.)	CBS-TV	24.8
Mon., April 24	**Danny Thomas** (9 p.m.)	CBS-TV	22.4
Tue., April 25	**Red Skelton** (9:30 p.m.)	CBS-TV	22.3
Wed., April 26	**Wagon Train** (7:30 p.m.)	NBC-TV	18.7

Copyright 1961 American Research Bureau

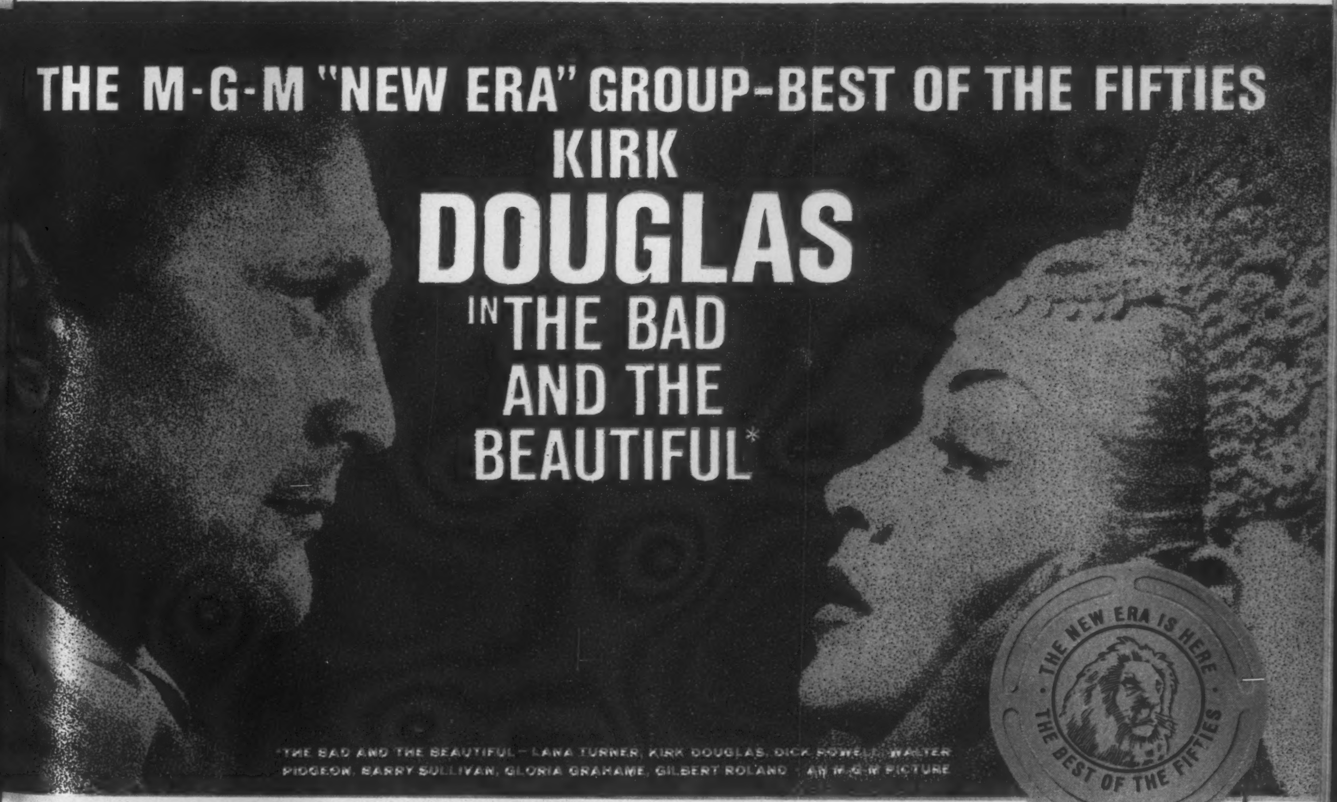
Business briefly...

Ford Div., Ford Motor Co., Detroit, has ordered sponsorship of *Hazel,* a new comedy series based on Ted Key's famous cartoon character, on NBC-TV next season (Thur. 9:30-10 p.m.). The Screen Gems production will star Shirley Booth. Agency: J. Walter Thompson, N. Y.

Best Foods Div., Corn Products Co. (Niagara Instant Laundry Starch), N. Y., is using six CBS-TV daytime programs and tv spot schedules in major markets as part of a new national promotion and advertising drive based on the theme, "Now you can starch right in your washing machine." Agency: Lennen & Newell, N. Y.

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has purchased sponsorship in three additional programs on NBC-TV next season: *Tales of Wells Fargo* (Sat. 7:30-8:30 p.m.), *Captain of Detectives* (Fri. 8:30-9:30 p.m.) and *87th Precinct* (Mon. 9-10 p.m.). Warner-Lambert previously ordered sponsorship in NBC-TV's *Whispering Smith,* which will start May 12, and in next season's new *Dr. Kildaire* series. Agency: Lambert & Feasley, N. Y.

The Seven-Up Co., St. Louis, has ordered sponsorship in the tentatively



THE M-G-M "NEW ERA" GROUP-BEST OF THE FIFTIES
KIRK
DOUGLAS
IN THE BAD AND THE BEAUTIFUL*
*THE BAD AND THE BEAUTIFUL—LANA TURNER, KIRK DOUGLAS, DICK POWELL, WALTER PIDGEON, BARRY SULLIVAN, GLORIA GRAHAME, GILBERT ROLAND • AN M-G-M PICTURE
THE NEW ERA IS HERE • THE BEST OF THE FIFTIES

METRO-GOLDWYN-MAYER TELEVISION • 1540 BROADWAY, NEW YORK 36, N.Y. • JUDSON 2-2000

titled *Carnival Time,* a new weekly series starting Sept. 15 on NBC-TV (Fri. 7:30-8:30 p.m. NYT). Entertainment lined up for the series includes 10 circuses, four ice shows, two magic shows and a Lilliputian show. Agency: J. Walter Thompson, N. Y.

Mead Johnson Co. (nutritional and pharmaceutical products), Evansville, Ind.; **Schick Safety Razor Co.** (division of Eversharp Inc.), N. Y.; and **Warner-Lambert Pharmaceutical Co.,** Morris Plains, N. J., will sponsor NBC-TV's new detective series *Whispering Smith* (Mon., 9-9:30 p.m., EST), starting May 8. Mead Johnson order was placed through Kenyon & Eckhardt, N. Y.; Warner-Lambert purchase was through Lambert & Feasley, N. Y.; agency for Schick is Compton Adv.

Union Oil Co. of California, for the fifth season in a row, will sponsor the Saturday feature races from Hollywood Park on the Columbia Television Pacific Network, Sat. 5:15-5:45 p.m., starting May 13 and continuing through July 22. Young & Rubicam, L.A., is the agency.

Y&R HOLLERS 'COPPER'

Brings Minow and Collins into fight against ABC-TV's proposed 40-second station breaks

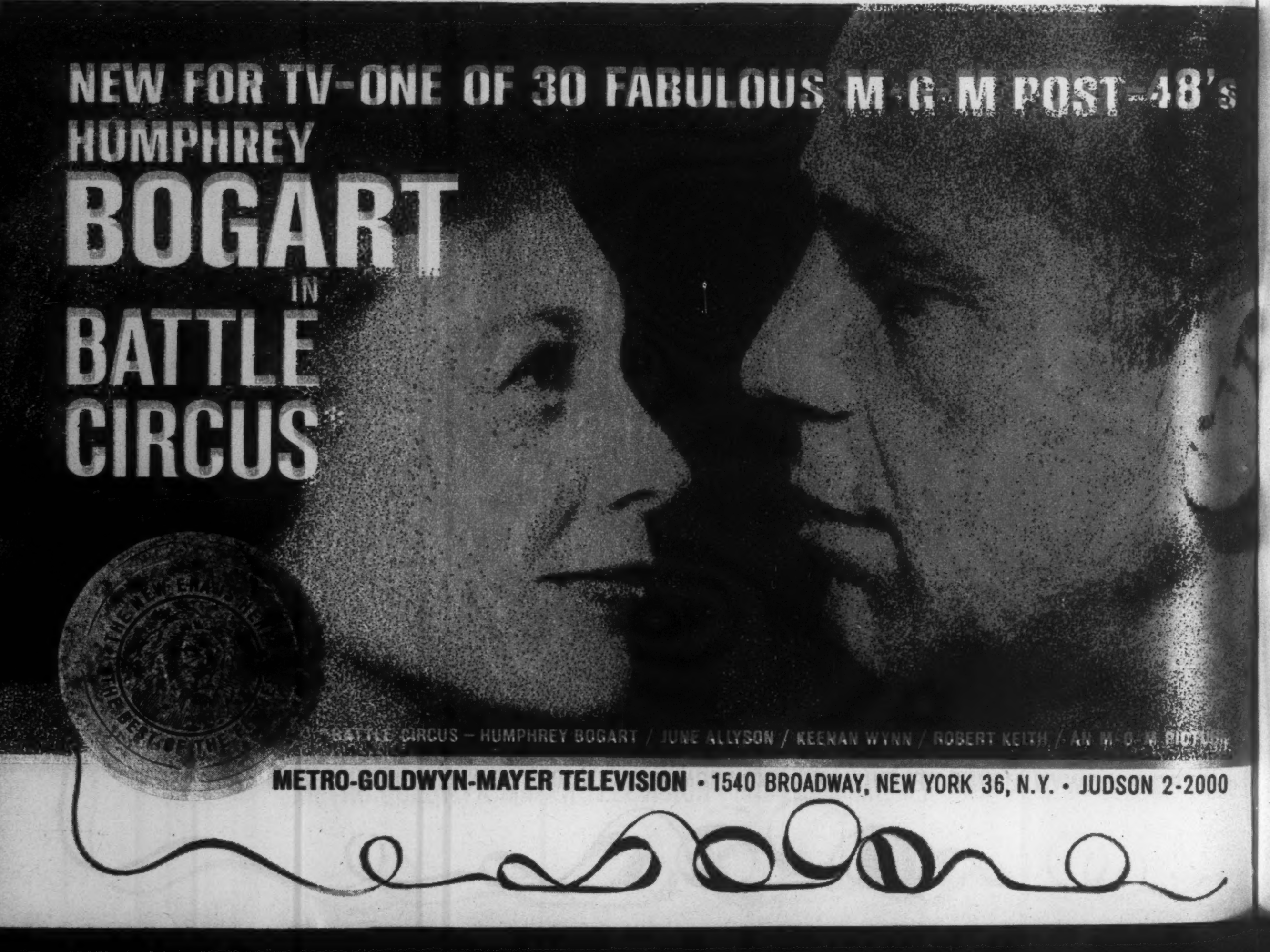
Young & Rubicam, New York, called upon the FCC and the NAB last Thursday (April 27) for cooperation in "prevailing" upon ABC-TV and its affiliated stations to cancel a proposed increase of local station break commercial time (BROADCASTING, April 24, 17).

The advertising agency wired FCC Chairman Newton N. Minow and NAB President LeRoy Collins urging them to consider this "most critical situation" at their "earliest" convenience. The wire added: "Certainly no change should be made in existing 30-second availabilities for local advertising until NAB's announced study of its Tv Code has had an opportunity to clarify code inconsistencies and to set standards which will be in the best interest of the public, broadcasters and advertisers."

ABC-TV's announced intention to expand 30-second breaks to 40 seconds in prime time next fall was followed by a memorandum to agencies by CBS-TV two weeks ago that it would adopt a similar policy if a competitive network were to implement such a plan. The expanded station break movement has been under fire by many agencies in recent weeks, with Y&R particularly outspoken in its opposition.

It also led to a wrangle last week between ABC-TV and CBS-TV. James T. Aubrey, CBS-TV president, issued a statement clarifying the network's position, stating that the network is "strongly opposed" to the adoption of a 40-second break because "We believe that this practice would be shortsighted." He noted, however, that "It might be necessary for us to follow suit if a competitive network were to extend its allowance for nighttime chain announcements." Mr. Aubrey's statement prompted a tart comment from Jules Barnathan, ABC vice president for affiliated stations.

"We note Mr. Aubrey does not say he


NEW FOR TV–ONE OF 30 FABULOUS M-G-M POST-48's
HUMPHREY
BOGART
IN
BATTLE
CIRCUS
BATTLE CIRCUS – HUMPHREY BOGART / JUNE ALLYSON / KEENAN WYNN / ROBERT KEITH / AN M-G-M PICTURE
METRO-GOLDWYN-MAYER TELEVISION • 1540 BROADWAY, NEW YORK 36, N.Y. • JUDSON 2-2000

will not permit this slight increase in the time allotted to station breaks between programs," Mr. Barnathan asserted. The ABC vice president then suggested: "If Mr. Aubrey sincerely believes CBS should not allow the slight increase in station breaks, then we expect he will have the courage of his convictions and refuse to allow it on his network."

AAAA OPPOSES EXTENDED BREAKS MOVE

Agency group declares 'concern' over ABC-TV announcement

The powerful voice of the American Assn. of Advertising Agencies last week joined the chorus of "concern" over the television network movement toward 40-second station breaks.

In a post-convention meeting April 22 the AAAA board adopted a resolution viewing "with concern" the projected expansion of break-time and inviting AAAA members individually to voice their own opinions.

Many already had done so—in terms much stronger than mere "concern." Even before the board acted, many agencies had officially or unofficially condemned the trend (BROADCASTING, April 17).

The "trend" actually was still more imminent than actual last week. ABC-TV, the only network that had said flatly it would expand nighttime station breaks from 30 seconds to 40, reported it still intends to, despite agency and advertiser opposition. CBS-TV appeared to be sticking to its notice that it might extend nighttime breaks from 30 to 42 seconds after half-hour programs and from 60 to 70 seconds after hour-long participation shows, but only if the move "becomes necessary competitively." NBC-TV has taken no position but generally is expected to "meet the competition." Network affiliates strongly favor the longer-break plan because it gives them more prime time to sell to local and national spot advertisers.

Agency and advertiser objections—the Assn. of National Advertisers went on record two weeks ago with a strong objection—are based primarily on two points: (1) their programs would be clipped to accommodate the extra station-break time and (2) they feel the extra commercial time would amount to "over-commercialization" and thus increase public criticism while weakening the effect of the advertising messages.

ABC meanwhile moved last week to head off a related objection: A fear by many advertisers and agencies that stations would use the extra break time to triple-spot. Stephen C. Riddleberger, vice president in charge of ABC's owned stations, announced that on the five ABC owned stations "no more than two announcements of a commercial, promotional or public service nature" would be scheduled in each 40-second break. If two announcements occupy only 30 seconds, he added, the other 10 seconds will be used for news and weather.

AAAA's public relations program in behalf of advertising (BROADCASTING, April 24) has met some criticism and considerable apathy (CLOSED CIRCUIT, April 24) and newsmen have interpreted a statement issued April 22 to mean the program has been watered down. But officials insisted the clarifying statement is "in substantial agreement" with the earlier plans.

The statement said the first activity would be to try to find why opinion-leaders are critical of advertising; that the results of this survey would determine "the precise content" of the public relations program, and that AAAA would step up its efforts to "reduce or eliminate" the things which lead to such criticisms.

Edwin Cox of Kenyon & Eckhardt, newly elected AAAA chairman, and other officials emphasized they are not renouncing any of the elements of the nine-point program, although some might be changed.

The three-month survey will be conducted by Hill & Knowlton, public relations firm retained by AAAA.

New and larger

The New York offices of BROADCASTING and *Television* magazines have moved to new and larger quarters on the 15th floor of 444 Madison Ave. (zone 22). Telephones remain the same: for BROADCASTING, Plaza 5-8354; for *Television*, Plaza 3-9944.

BROADCASTING's New York office was formerly on the 24th floor of the same building. *Television* was at 422 Madison Ave.

Golnick forms own firm

Leon S. Golnick, president of Applestein, Levinstein & Golnick Adv., Baltimore, has announced his resignation to form his own agency in that city. Staff of the new firm, to be known as Leon S. Golnick Adv., will include Lee E. Blom, creative director; Irving Yaniger, art director; and Joseph Giannaccini, media director. Permanent offices at 701 Cathedral St. are expected to be ready by May 20. Temporary headquarters are at 111 North Charles St. Telephone: Vernon 7-2722.

memo to:
Rena Mayer
(CAMPBELL-EWALD CO., N.Y.)

As *any* Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is a unique buy:

COST PER THOUSAND
26c

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- **Here's one example how we dominate the Lansing market:**

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.5	22.3
M-F noon-6 pm	62.7	18.7

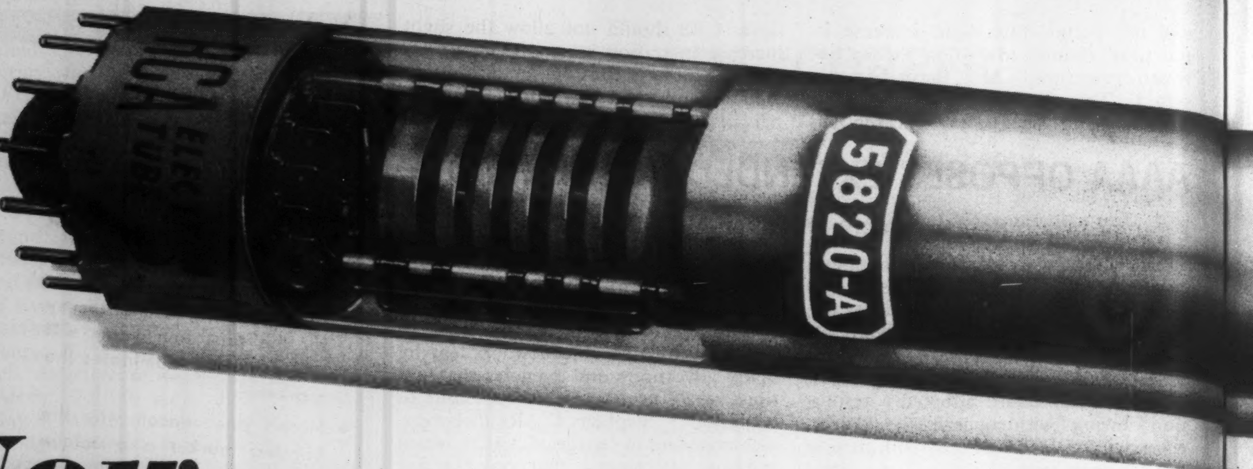
C. E. HOOPER, JAN.-MAR. '61

13

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

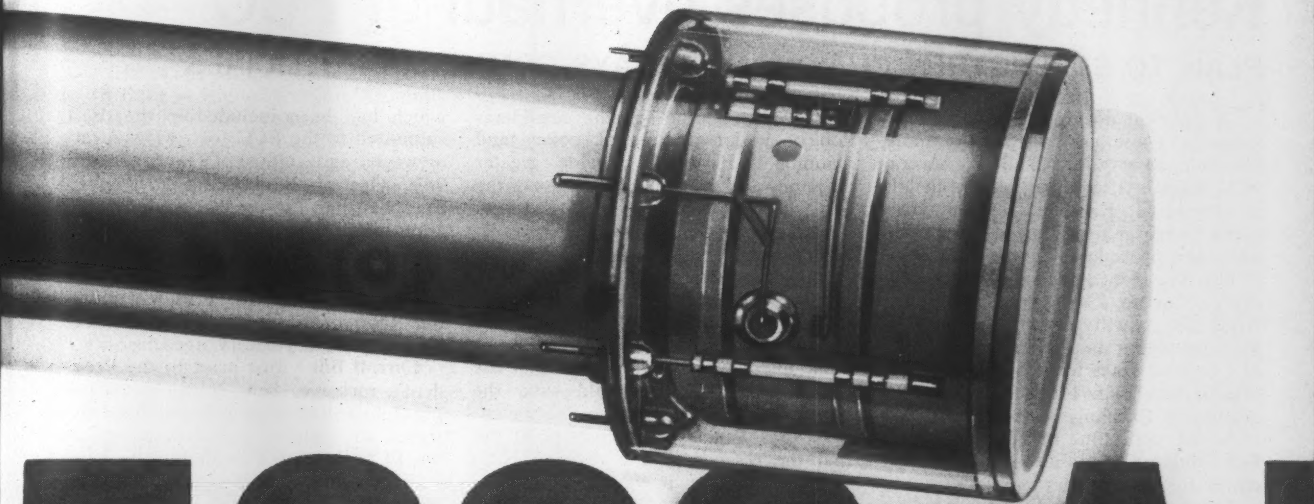


Now...

RCA-

New "standard"

- ★ ***Assured Quality—for high signal-to-noise ratio***
- ★ ***Assured Quality—for uniformity of signal output and background***
- ★ ***Assured Quality—for high sensitivity***
- ★ ***Assured Quality—for high resolution capability***



-5820-A!

” TV Camera Tube...

This is the tube you asked for—an Image Orthicon with *QUALITY-ASSURANCE* on every major characteristic by which camera pictures are measured. Performance uniformity is high from tube to tube, and is consistent—in camera after camera.

RCA-5820-A can be used in all camera chains currently “tubed up” with Type 5820. And, as in all RCA Image Orthicons, RCA-5820-A incorporates the RCA developed Super Dynode and Micromesh designs.

For more facts about QUALITY-ASSURED RCA-5820-A's, visit the RCA Exhibit at the NAB. For prompt delivery of RCA-5820-A's, call your local RCA Industrial Tube Distributor.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

RCA ®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Kennedy proposes overhaul of FCC

PLAN TO STRENGTHEN CHAIRMAN DISMAYS COMMISSION OFFICIALS

"A political document." "An abomination." These are two of the more printable observations made by several FCC officials after digesting the details of President Kennedy's far-reaching plans to reorganize some of the functions and procedures of the FCC.

The President's message (Reorganization Plan No. 2) was sent to Congress April 27. It will go into effect within 60 days of that date unless either house of Congress votes to veto the plan. Reorganization Plan 1 concerned the Securities & Exchange Commission.

At the same time the President notified Congress of his ideas on a code of ethics for government employes.

There was no immediate congressional reaction to the FCC reorganization plan. There is speculation that the White House cleared the plan with both Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairmen of the Senate and House Commerce Committees, and anticipates no objections.

The main attack on the plan was leveled at the provision which empowers the chairman of the FCC to assign commissioners or staff to various duties. At present the full commission must agree to such orders.

President Kennedy's plan for the FCC makes the following changes in the FCC's organization and procedures:

- Authorizes the chairman to assign all personnel, including commissioners, to duties.
- Orders the commission to delegate virtually all activities to "divisions" of the commission, to individual commissioners, hearing examiners, employees or employee boards.
- Gives the FCC "discretionary" rights to review actions of panels or individuals on its own motion or on petition by parties or intervenors in cases. Permits review to be granted on the vote of three of the seven commissioners.
- Abolishes the practice of filing exceptions to examiners' initial decisions and the right of parties to oral argument before the commission *en banc*.
- Abolishes the review staff and its functions. This is the unit which writes commission decisions on instructions from the commissioners as a whole. This means that individual commissioners will have to write their own decisions.

The President's message said that the changes would relieve the commissioners of the necessity of dealing with many matters of lesser importance "and thus conserve their time for the consideration of major matters of policy and planning." It would provide greater efficiency and dispatch of business of the FCC, he said.

Because the revised set up for transacting the commission's business requires continuous and flexible handling, the President stated, the function of assigning personnel must be given to the chairman.

He also expressed the belief that the reorganization plans would save the government money.

Revises Tenets ■ Objectors point out that the essence of the revision is to water down the power of individual commissioners. They express the belief that this is contrary to the intent of Congress when it established the FCC in 1934—that all seven commissioners were to be equal.

A central premise when the Communications Act was passed, critics note, was that there would be no administrator over radio; that the guardianship over communications in the United States was too critical to be entrusted to one man.

A majority of the commission is known to view the proposals with dismay. They feel that it delivers the major functions of the FCC to the chairman, that some provisions disregard "due process" rights of applicants and parties, and that in other details it places an onerous burden on commissioners.

It was observed by some that the final order deleted several provisions which had been included in the draft submitted to the FCC for review several weeks ago (CLOSED CIRCUIT, April 24). One of these would have given the chairman power to establish the appropriation level and its use within the commission.

Deadline extended

Deadline for comments on the FCC's inquiry into ways to make vhf tv channels available for noncommercial educational use in New York and Los Angeles (BROADCASTING, April 3) has been extended from May 1 to June 1. WOR-TV and WNEW-TV, both New York, jointly petitioned the FCC for the extension because they felt the proposed sale of WNTA-TV to an educational group might make filing unnecessary as far as New York was involved. The Joint Council on Educational Broadcasting also asked for the stay to afford more time to consider the means of bringing the change about.

There is also some doubt as to whether the authority of the President under the Reorganization Act extends to the independent, regulatory agencies.

Carroll Bill ■ Just prior to the President's message, Sen. John A. Carroll (D-Colo.) introduced legislation designed to speed up the proceedings of the FCC and other regulatory agencies by upgrading the role of hearing examiners. Under the bill (S-1734), examiners' decisions would be final unless reviewed by the full agency or commission on narrowly defined grounds.

The measure implements one of the recommendations in the report submitted last month by the Senate Subcommittee on Administrative Practice & Procedure, which Sen. Carroll heads (BROADCASTING, April 10).

In a move this week, the FCC itself further delegated more authority to the chief hearing examiner, giving him the power to order the holding of initial pre-hearing conferences and to rule on petitions to add (but not to strike) issues in hearing proceedings.

Higher Standards ■ The President on the same day told Congress that it should require every administrative agency to promulgate, within 120 days, a set of standards regarding *ex parte* contacts and how they should be applied to the specific work and procedures of the agency.

He recommended that these codes contain an absolute prohibition against any type of off-the-record communications involving a proceeding between private parties in which the agency is required to make a decision solely on the record of a formal hearing. These codes, he said, should have the force of law, and contain appropriate sanctions.

In his report on ethics in government, President Kennedy said he planned to appoint an honor czar in the White House. He set out proposed standards for executive department employes which, among other things, prohibits the receipt of gifts designed to influence public officials, bans use of information gained in government services for private gain, and bars outside employment for public officials if it is incompatible with their government work.

IN THE CONGRESSIONAL HOPPER...

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 6539. Rep. John J. McFall (D-Calif.)—would prohibit dissemination, by any medium, of advertisements falsely representing the consumer price of a commodity, to be the same as the wholesale price. Commerce Committee. April 20.

HR 6573. Rep. Emanuel Celler (D-N.Y.)—would make it illegal to lease, furnish or maintain wire facilities for transmitting gambling information in interstate or foreign commerce, but would not affect news or sports broadcasts. Judiciary Committee. April 24.

HR 6578. Rep. Oren Harris (D-Ark.)—would amend the Communications Act to authorize issuance of radio operator licenses to U. S. nationals. Commerce Committee. April 24.

HR 6579. Rep. Oren Harris (D-Ark.)—would suspend the conflict-of-interest provisions of the Communications Act with respect to persons serving as executive reservists under the Defense Production Act. Commerce Committee. April 24.

HR 6581. Rep. Oren Harris (D-Ark.)—would authorize the FCC to impose fines for violations of FCC rules and regulations by radio stations in the common carrier and safety and special fields. Commerce Committee. April 24.

S 1689. Sen. Warren G. Magnuson (D-Wash.) (by request)—same as HR 6579. Commerce Committee. April 20.

S 1715. Sen. Warren G. Magnuson (D-Wash.)—would amend the Tariff Act of 1930 to permit institutions of higher learning to import, duty free, sound recordings, films, and slides for their use in nonprofit tv and radio broadcasts. Commerce Committee. April 24.

The silence was stony at antitrust remarks

Is newspaper ownership of radio-tv an antitrust violation?

This thought was suggested by the Department of Justice public information chief, Edwin O. Guthman, in a talk at the Women's National Press Club in Washington during a meeting with the American Society of Newspaper Editors.

Mr. Guthman, who was a political reporter for the *Seattle Times* before his appointment to the Justice Dept. post in January, referred to major cities where there is no newspaper competition. "If concentration of ownership is bad in the manufacture of diesel locomotives and in burglar alarms, or in banks," Mr. Guthman asked, "why isn't it bad in the newspaper business?"

He continued: "Perhaps the antitrust laws could be applied to prevent chain ownership of newspapers, but [sic] I think they should be applied to prevent newspapers from owning radio and tv stations, and vice versa." It is extremely important, Mr. Guthman added, that the means of communication do not become centered in a few hands.

Mr. Guthman emphasized these views are his own, not necessarily those of the Justice Dept.

Newspaper editors greeted his remarks in stony silence.

Grant wins his reimbursement

The Laurel, Md., am drop-out case, the first in which the FCC chief hearing examiner refused to accept reimbursement of the withdrawing applicant's expenses on grounds they were not proved "legitimate and prudent," lost that status last week. Chief Hearing Examiner James D. Cunningham, on remand of the case from the commission, heard fuller explanation of the way some $10,000 was spent by Milton Grant, Washington disc jockey, and approved the agreement whereby the remaining applicant, Interurban Broadcasting Corp., reimbursed him. The examiner dismissed Mr. Grant's application with prejudice and retained remaining applications in hearing status to be the subject of an initial decision.

Timken takes advertising tax case to court

The Timken Roller Bearing Co., Canton, Ohio, has gone to court to recapture over $1 million it claims was overpaid to the federal government for the years 1951-54 because certain types of advertising were disallowed by the Internal Revenue Service.

The company filed suit in the U.S. District Court in Cleveland last month, asking for recovery of $1,282,960 it charges was overpaid because IRS refused to allow certain advertising costs on the ground they were not "ordinary and necessary."

The advertisements, including the purchase of radio time on WHBC and WCMW Canton, WHIZ Zanesville and WBNS Columbus, all Ohio, dealt mostly with inflation, communism, taxes, and labor relations.

WLYH-TV gets dual ID

WLYH-TV (ch. 15) Lebanon, Pa., a Triangle station, was given FCC permission last week to identify itself also with Lancaster. WGAL-TV Lancaster had protested the Triangle request on grounds it would violate commission duopoly rules since Lancaster receives signals from WFIL-TV Philadelphia and WFBG-TV Altoona, Pa., also Triangle stations. Commissioner Robert T. Bartley dissented.

Winchell column 'slur' stirs Rep. Anfuso's ire

Rep. Victor L. Anfuso (D-N.Y.) is at war with *The Untouchables* again, because of its narrator, Walter Winchell. He has asked ABC to drop the show unless Mr. Winchell retracts a "slur" in his April 3 syndicated column against Italo-Americans.

The columnist said President Kennedy has appointed no Democrats of Italian origin to public office because those recommended have Mafia connections. "Characters right out of *The Untouchables*," the item concluded.

Rep. Anfuso, one of a group of congressmen who led a boycott which caused Liggett & Myers to withdraw sponsorship of *The Untouchables*, wrote to ABC Friday (April 28), after failing to get an apology from Mr. Winchell. He also asked the American Newspaper Publishers Assn. to use its influence to get its members to drop Mr. Winchell's column.

Trend to controls cited

Rep. William H. Avery (R-Kan.) feels there has been "an increasing tendency" on the part of the FCC to intervene in radio and television programming. A member of the House Commerce Committee until his elevation to the Rules Committee in March, Rep. Avery said this tendency is part of a general effort by the Administration to increase and expand government controls "in every field" of federal jurisdiction. The tendency with respect to broadcasting is further evidenced, he said, in the views expressed by FCC Chairman Newton N. Minow who, Rep. Avery said, believes the FCC should become increasingly concerned with programming.

FCC HAS MANY QUESTIONS

And it wants answers before approving many-faceted station transfers involving NBC, RKO, C-C, et al

The bases for the FCC's planned hearing in the RKO General—NBC station transfers and related ingredients were announced by the agency last week. The notice and order spared none of the parties involved and pointed up questions that must be resolved relating to each.

Among the hearing issues are promise vs. performance, character qualifications, antitrust matters, "vulgar" programs, duopoly, trafficking, "payoff," payola and the power of a network to grant or withhold affiliation. Over 20 applications and pleadings before the FCC in the inter-related cases were divided into the following five groups:

(1) Application of NBC for renewal of licenses of WRCV-AM-TV Philadelphia and transfer of those stations to RKO General (in exchange for WNAC-AM-TV and WRKO-FM Boston; application of Philco Broadcasting Co. for ch. 3 Philadelphia (WRCV-TV).

(2) License renewal application of RKO for WNAC and transfer of the am-fm-tv outlets to NBC (above).

(3) NBC's application for renewal of WRC-AM-FM-TV Washington and sale of these stations to RKO for $11.5 million; KRON-TV San Francisco application for a new tv station on ch. 4 Washington (WRC-TV).

(4) RKO's request for approval of its proposed sale of WGMS-AM-FM Washington to Crowell-Collier Broadcasting Co. for $1.5 million.

(5) NBC's application to purchase KTVU (TV) San Francisco-Oakland for $7.5 million from San Francisco-Oakland Tv Inc. and KTVU's request for an original license.

In all five groups, the character qualifications of NBC and/or RCA will be one of the hearing issues. On the basis of petitions filed by KRON-TV (present NBC San Francisco affiliate) and Westinghouse Broadcasting Co. (whose WBZ-TV Boston is NBC-affiliated), the FCC said it will "inquire into the conduct and activities" of NBC in acquiring KTVU and WNAC-TV. The commission also wants to know if RKO participated in NBC's negotiations to purchase KTVU (RKO formerly had an option to purchase an interest in the station and its principal owners are former RKO executives).

Antitrust, Payola ■ The commission stated, it also will inquire into antitrust actions, which led to a consent decree ordering NBC to dispose of WRCV-TV, "to the extent that they may raise questions as to conduct pertinent to NBC's qualifications."

In an 81-page staff document summarizing all the various facets of the case for the commissioners, it was pointed out that at least three NBC radio stations (WRCV, WAMP Pittsburgh and WMAQ Chicago) are involved in payola questions. A full-scale field investigation of all NBC stations was ordered May 11, 1960, and still is not completed. WNAC was investigated and cleared of payola charges, the staff document stated.

Also questioned was RKO's ownership of CKLW-TV Windsor, Canada, which provides a Grade A signal to over 3 million U. S. citizens. The commission questioned whether, in the event the pending applications are approved giving RKO five U. S. vhf stations, ownership of the Windsor station would be contrary to commission rules.

Concerning Philco's application for ch. 3 Philadelphia, the commission said it wants more information on financial qualifications and officers and directors of the company.

Crowell-Collier Has Troubles ■ C-C, which owns KDWB St. Paul, KEWB Oakland, and KFWB Los Angeles, was singled out by the commission to determine if its stations have engaged "in a pattern of operation inconsistent with the public interest." The staff document, upon which this action was based, said that the Complaints & Compliance Div. has prepared a complaint record with respect to the three C-C stations which contains the following:

■ Information that a recurrence of payola may exist, based on a January 1961 statement by a KFWB employe that a record distributor had asked if the employe wanted to be placed on the distributor's payroll for helping to select particular musical selections to be aired on KFWB.

■ The Dept. of Justice has informed the FCC that KEWB and KTVU are involved in a full-scale investigation by the FBI. This, the staff stated, involves a possible violation of Sec. 605 of the Communications Act in that one Kenneth Fuller of Broadcast News Service has been furnishing KEWB and KTVU information for broadcast taken from radio transmissions of local police, fire and other city departments. "The Dept. of Justice has stated that there are no 'present plans' to prosecute the stations, but that it is possible that evidence implicating the licensees may be introduced at Fuller's trial," the staff document stated. "The department has requested that the commission take no administrative action in the matter until the criminal case is closed."

■ Several complaints, through January 1961, against C-C stations for announcements or program material alleged to be in "bad taste," "vulgar language," "obscene jokes" and "filthy" phonograph records. Also, KFWB is the subject of complaints to the FCC for "publicly siding with and giving inordinate publicity to a 12 year-old girl who had been expelled from school. . . ."

■ Complaints from law enforcement officers concerning "alarming announcements on two occasions which incited fear and caused traffic jams. . . ."

■ "Strong criticism" of the FCC for approving the transfer of KEWB (then KLX) to C-C, which allegedly resulted "in change of a good music, public service station into one of 'appalling' bad program quality or one which was a "gypsy radio' operation."

■ Complaints about editorials on a California legislative proposition which "allegedly were offensive to members of the Catholic faith, etc."

The staff also cited the $10,000 fine the commission has stated KDWB is liable for (see story, page 60) as fitting into the overall "pattern of operation" under question.

KTVU "Payoff" Problem ■ Action on KTVU's application for an original license has been held in abeyance by the FCC since February 1958 because of investigation of an alleged "payoff" made to a competing applicant, Channel Two Inc., by SF-O Tv Inc. Ch. 2

Refreshment in Fresno?

A promotional scheme to change the call letters of KMAK Fresno to KOAK (pronounced coke) in exchange for some $90,000 worth of Coca-Cola advertising was protested by KYNO Fresno last week. Petitioning the FCC to deny the sale of KMAK to Radio One (KXOA Sacramento and KLIV San Jose), KYNO charged the buyer already represents itself as owning KMAK to local agencies and is promoting such transactions as that with Coca-Cola. (The beverage company reportedly turned down the offer, saying that for a few dollars more it could buy the station itself).

KYNO also charged that Radio One's programming plans for KMAK virtually duplicate the formats of its two other outlets. The disparity among the three California markets indicates the intended buyer is not interested in Fresno's particular needs, KYNO said.

THAT WCKY SURE

stirs up

EXCITEMENT IN CINCINNATI

Whoever it is who said that Radio can't be a talk-of-the-town any more hasn't been to Cincinnati lately. At least not since WCKY took the wraps off a bundle of new program ideas that have whipped up more excitement than Cincinnati has heard in many a moon! You talk about talk! WCKY's triple-play of "Compass," "Background" and "Documentaries," backdropped by a depth-in-news, good music and promotion fireworks, is the talk of the market. All this—plus a Nielsen audience in seven figures makes that WCKY some buy! Now is the time to talk to AM Radio Sales.

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

claimed expenses of $302,082.40 in prosecuting its application, of which SF-O Tv Inc. repaid $162,250. The staff has questioned the amount claimed by Ch. 2 Inc., particularly since the successful applicant was able to obtain a grant and construct KTVU "for only $106,937."

This raises the question as to whether "the transaction was in fact a payoff," the FCC staff document stated. Latest information to be received by the commission on the subject was dated March 2, 1961. It contains a letter from Stoddard P. Johnston, president of Ch. 2 Inc. and presently 4.945% owner of KTVU, which stated that many of the firm's records have been destroyed but accounted for $183,993.62 in expenditures. The difference between that figure and the total represents expenditures of Kenco Enterprises Inc., a stockholder in Ch. 2 Inc, it was stated.

"The supporting data furnished by Stoddard P. Johnston still leaves serious questions unresolved," the staff document stated. "Further, certain material in the expenditures submitted is clearly not chargeable to Ch. 2 Inc."

An additional issue relates to KTVU's actual programming as compared with its original proposals.

No Merit ▪ In ordering the hearing, the commission said that RKO's request (supported by NBC) that the sales be approved before action is taken on the NBC renewal applications "is untenable and wholly without merit. . . . Insofar as these stations are concerned, NBC has nothing to assign unless and until the commission renews its licenses for those stations." Since Philco and KRON-TV have filed applications for Philadelphia ch. 3 and Washington ch. 4, respectively, a renewal cannot be granted to either WRCV or WRC-TV without a comparative hearing, the FCC said.

Any comparative hearings, additionally, must include issues on the past operations of NBC and proposals of RKO for the future, the commission continued. Also, the FCC stated, Philco's request that the agency proceed separately with a comparative hearing on the Philadelphia renewal and permit applications "is neither warranted, feasible nor conducive to the prompt dispatch of the commission's business. In one matter or another, all of the above (five groups) applications are either interrelated or interdependent."

The commission will, however, proceed with the group one (Philadelphia) applications first, including the proposed transfer, and has ordered an initial decision on this phase of the case during a recess of the proceeding. A hearing examiner has not yet been assigned to the case nor has a beginning date been set.

Responses to the commission's order, which was issued under provisions of the Communcations Act prior to the 1960 amendment of Sec. 309 (b), are due in 30 days. NBC's contract to purchase KTVU expires August 24 and the network-RKO Philadelphia-Boston contract expires Dec. 18.

FCC's program jurisdiction disputed

19 STATIONS EXPRESS FEAR OF CENSORSHIP

An indictment of the FCC's claim of jurisdiction in programming was filed by the Washington law firm of Pierson, Ball & Dowd last week on behalf of 19 stations in comments on the proposal to revise program reporting forms (BROADCASTING, April 24).

The extensive program information required indicates the FCC may want to supervise programs and prescribe standards to the point of censorship, the lawyers said, adding that the data is practically worthless in determining if public needs are being met.

The lawyers questioned the constitutionality of the FCC proposal "far more fundamental questions than whether the proposed changes offer any significant improvement." Prohibitions against censorship and the question of whether there are any reasonable criteria upon which the FCC can prescribe program balance of service make any action by the commission in this area "arbitrary and capricious and in violation of due process requirements . . ." the lawyers stated.

Will Licensees Be Coerced? ▪ Pierson, Ball & Dowd questioned whether the information is being requested or used as a "basis for coercing or disapproving program schedules." The law firm said such procedures "must inevitably lead to censorship in its simplest form."

"The commission did not deny that its proposal constitutes an attempt by government . . . to influence the content of communications. Whether the hand it lays upon broadcast programming is heavy or light, the clear purpose of the commission is to use its licensing power to prevent some broadcast communications and to elicit others."

Anyone is ignoring reality who believes that an applicant for a license "would ignore, or could with impunity ignore, the predilections and predispositions of the commission and its members with respect to program fare," the lawyers pointed out. "By making

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the most of man's natural tendency to please those who dispense a privilege, the commission accomplishes indirectly what it avoids doing directly.

"In short, it coerces the promise it wants and then demands performance of the promise it has coerced. To say that this is not a prior restraint upon broadcast communications is to exalt form over substance and fancy over reality."

A principal "time-honored excuse" used by the FCC is the contention that while it would be unconstitutional to censor a particular program or its content, it is constitutional for the commission to censor the total program service, the comment pointed out. "How censorship of a part is invalid but censorship of the whole is valid places a considerable strain upon understanding," Messrs. Pierson and Kohlhass stated.

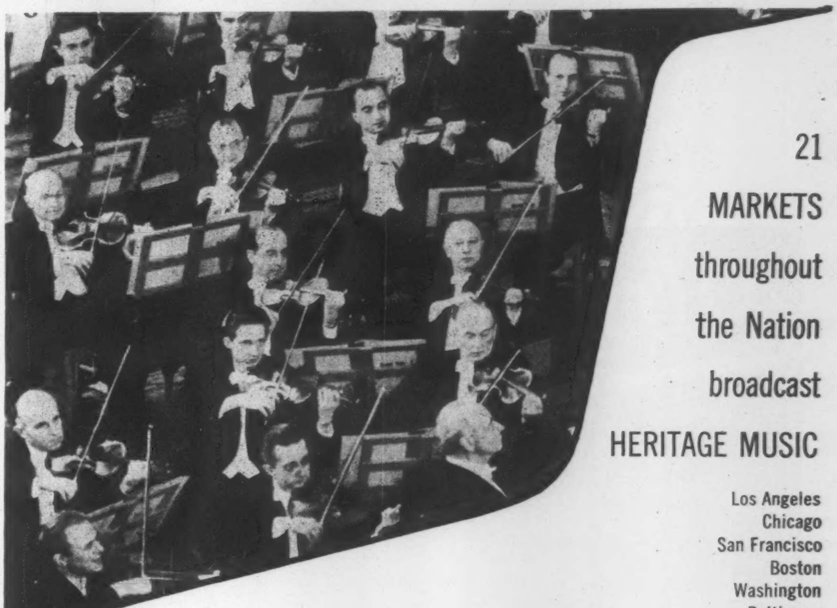
Hitting the "meddling in programs" by the FCC, the lawyers said the best way the agency can promote diversity in programming is through the adoption of allocation and related policies which will permit and promote multiple and competitive services. "It is quite evident that Congress intended to rely upon the forces of competition to generate a diversity of programming and viewpoint rather than upon government censorship of what individual broadcasters should or should not broadcast.

"Freedom of speech considerations aside, the commission has no authority to prescribe program norms and guidelines in a virtual vacuum, which is the inevitable result of commission actions in this field."

Arbitrary and Capricious ▪ Attempts by the FCC to control programming, in the absence of any reasonable criteria to establish guidelines, are "arbitrary and capricious," according to Pierson, Ball & Dowd. "If the commission is to usurp the function of station licensees in determining the programming needs of any particular community, the task by sheer magnitude is hopeless unless uniform and, therefore, arbitrary standards are adopted."

The Pierson comment further took the position that the regulatory concept of balanced programming is a "myth and an illusion. . . . The first time the commission reprimands or denies an applicant . . . who had less than one hour of public affairs programming per week, it can be certain that every station thereafter will have, upon advice of counsel, at least one hour of public affairs. . . .

"The inevitable result will be that, by *ad hoc* precedent, diversity will be stifled and commission-established conformity will dominate the program formats of the nation's broadcast stations." In addition, the comment continued, program information obtained by the



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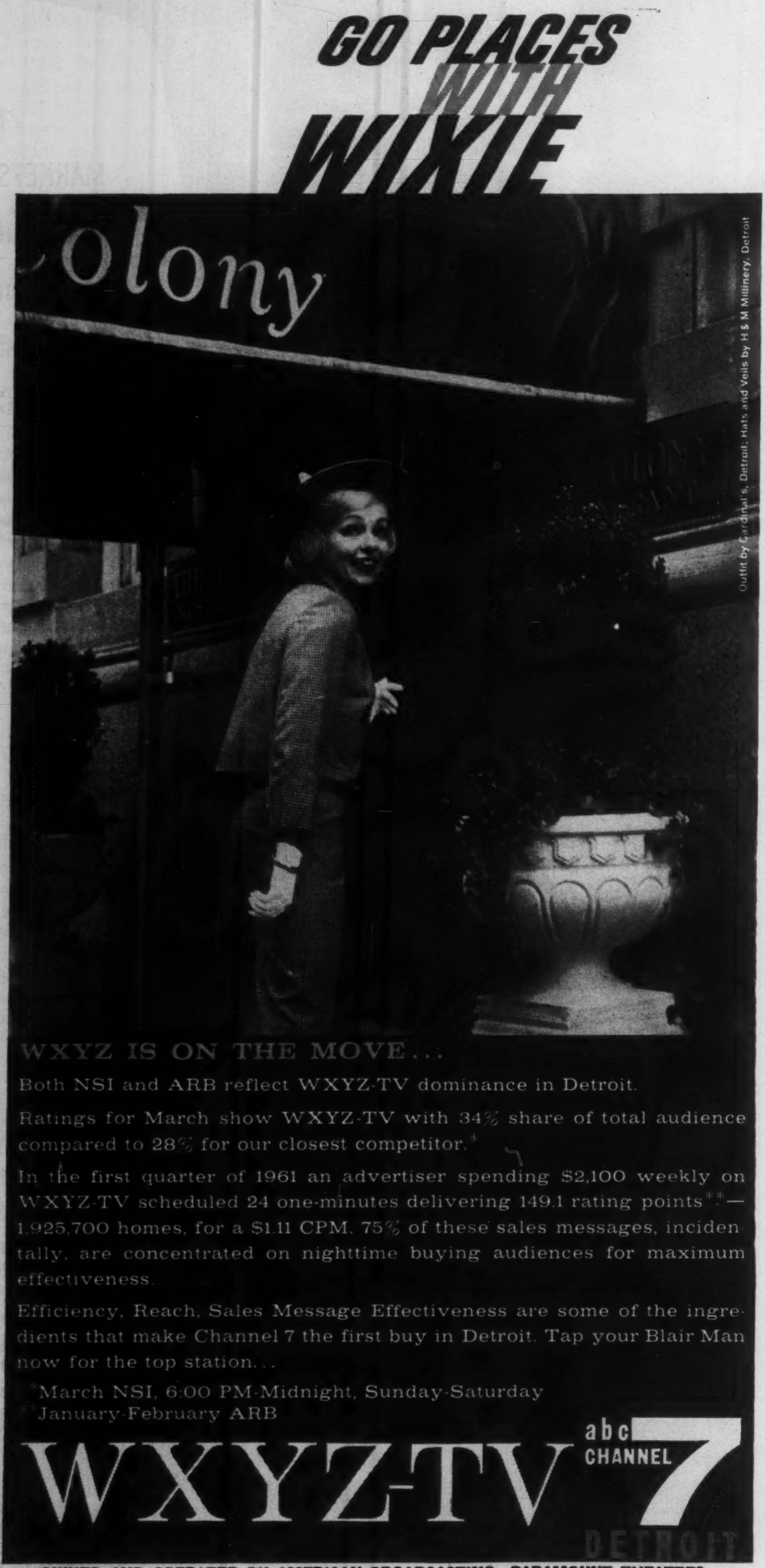

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FCC is meaningless.

"Quality is not even remotely reflected in the program information available to the commission."

Michigan Views ▪ In comments prepared for filing today (Monday), the Michigan Assn. of Broadcasters said that the new forms "will unquestionably have the effect of invading the discretion of licensees and will affect and control their daily broadcast operations."

MAB stated the "detailed and prescriptive character" of the proposal would border on and perhaps actually constitute censorship and exceed the limits of judicial sanction. Comments in the rulemaking, which would revise Part V (program reporting form) of commission applications are due June 1.

FCC asked to reconsider KORD renewal hearing

KORD Pasco, Wash., asked the FCC to reconsider an order setting the station's license renewal for hearing and said it would accept a short-term renewal so the FCC can review programming in the near future. The FCC charges KORD's programs did not match its promises and charges overcommercialization.

KORD requested oral argument, saying this is its first renewal period. KORD said there have been unforeseen difficulties.

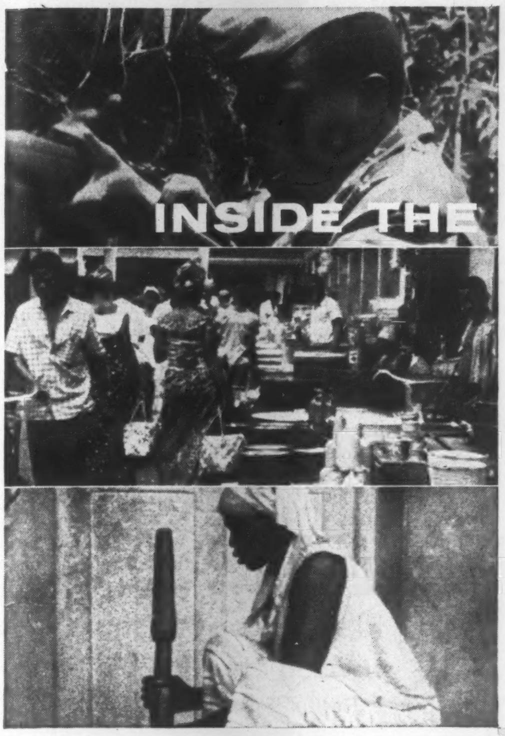
Rockefeller vetoes access

New York broadcasters have lost what had seemed a certain victory for access to state legislative committee hearings (BROADCASTING, April 10). Gov. Nelson Rockefeller last Monday (April 24) vetoed a bill that would allow radio and tv newsmen to cover legislative and commission hearings. Radio-Newsreel-Television Working Press Assn., New York, which expressed "shock" at the governor's action in a telegram to him on Tuesday, said it will continue its four-year fight for the legislation.

Elman sworn in

Philip Elman, 43, a political independent, has been sworn in as a member of the Federal Trade Commission. He was named to fill the unexpired term, ending Sept. 25, 1963, of Edward T. Tait, who retired to practice law.

Comr. Elman served in 1940-41 as an attorney with the FCC and from 1946 until his appointment to the FTC had been an assistant to the solicitor general. In that capacity, he had principal staff responsibility for handling antitrust and trade regulation cases in the Supreme Court.



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KDWB DENIES WILLFUL VIOLATIONS

Station's consulting engineer asks rule clarification

KDWB St. Paul denied last week that it "willfully or repeatedly" violated FCC rules in operating with its authorized daytime power and antenna from midnight. KDWB's consulting engineer also asked the commission for its interpretation of its own rules.

The station's reply was in answer to a commission charge that KDWB's licensee, Crowell-Collier Broadcasting Co., is liable for a $10,000 fine (BROADCASTING, March 27). It's the first fine the FCC has attempted to levy following Congress' statutory enaction of such authority last summer.

"The basic fact that KDWB was operated with its daytime facilities between midnight and 4 a.m. prior to receipt of the commission's notice of violation is not controverted," the station said. "However, we do disagree with the legal conclusion and consequences which are indicated by the commission. . . ." Facts in the case clearly sustain that the mode of operation involved an interpretation of commission rules conducted in good faith and reliance upon competent engineering advice, Crowell-Collier President Robert Purcell stated.

"The particular rules involved are sufficiently complex and ambiguous to reasonably permit differing interpretations thereof and, consequently, clarification of the rules at least to the extent of notification that the commission regards such operations as unauthorized should appropriately precede any forfeiture or substantial sanction," Mr. Purcell continued. "It is our view and interpretation of the facts that, at most, a mistake in judgment was involved . . . and that such conduct was not willful or repeated within the meaning of Sec. 503 (b) of the Communications Act."

Mr. Purcell repeated that KDWB (then WISK) began using the questioned nighttime power in February 1959, shortly after the station first went on the air and before it was purchased (in August 1959) by Crowell-Collier. "Sometime" after the purchase the midnight-4 a.m. daytime operation was discussed by the licensee's technical staff and continued upon the advice of a consulting engineer, John H. Mullaney, Mr. Purcell said.

Propriety Not Questioned ▪ "The method of operation of KDWB between midnight and 4 a.m. did not come to my attention, or that of any other officer or director of Crowell-Collier, until after receipt of the notice of violation [Jan. 27] and, consequently, the question of propriety of the operation had never arisen," he said. "The fact that this method of operation did not become the subject of review by Crowell-Collier at a higher level than the conference between supervisory technical personnel is understandable and not indicative of inadequate supervision."

Mr. Purcell stressed that "the mode of operation complained of" was discontinued upon the commission's notice of violation. All switchovers to night and day power and directional pattern have been properly logged, with operating constants accurately reflected, he said.

Mr. Mullaney said that he does not recall specifically discussing the questioned power operation with KDWB personnel. "However, I have talked to numerous clients concerning early morning sign-on and it has been my advice to them that . . . they can sign on early with their daytime operation, providing a protest is not filed by any dominant station on the channel," he said.

"If I had been asked if it were possible for a station to operate with its daytime operation between midnight and 4 a.m., my interpretation of the rules would be that it would be permissible." Mr. Mullaney cited, among other things, the FCC definition of nighttime (Sec. 3.72 of rules) as "that period of time between local sunset and 12 midnight . . ." and the broadcast day (Sec. 3.9) as "the period of time between local sunrise and 12 midnight . . ." as the basis for his interpretation of the rules. He also cited Sec. 3.10, which states:

"The term 'experimental period' means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus . . ."

"It is evident to me as an engineer interpreting your technical rules that they do not specifically prohibit operation of a station with its daytime power between the hours of midnight and 4 a.m.," Mr. Mullaney told the FCC. "In view of the commission's citation to KDWB, it would appear that my personal interpretation of the commission's rules . . . is incorrect. Consequently, I respectfully ask the commission to define to me exactly what the meaning of their rule is so that, if the occasion arises where I am advising clients concerning such an operation, I will not inadvertently pass on erroneous information or intrepretations."

KDWB is 630 kc with 5 kw day and 500 w night, directional antenna under both powers.

Ribicoff considering revised etv fund bill

Health, Education & Welfare's opposition to the Senate aid-to-educational-television bill (BROADCASTING, March 27) should be considered HEWs final word. Secretary Abraham A. Ribicoff is said to feel a suitable measure can still be worked out in the House, where the Commerce subcommittee is considering half a dozen etv bills.

HEW is known to be critical of the basis of financing proposed in the Senate bill—$1 million to each state, regardless of size. The department also felt government should have some assurance states could support etv stations. For this reason, HEW is interested in replies being received from 50 state governors, who have been queried as to how they would use etv funds.

The show must go on—as scheduled

FCC hearing examiners are allowing no delays in getting license renewal and revocation hearings underway. WDKD Kingstree, S. C., which faces hearing on license renewal for alleged off-color remarks in its programming, last week asked for a continuance of the May 9 hearing date until the FCC acted on its requests for information (BROADCASTING, April 17). Hearing Examiner Thomas H. Donahue refused the request.

Hearing Examiner Forest L. McClenning, who in January had refused to set a hearing date for license revocation proceedings against KWK St. Louis until the commission had acted on its request for a bill of particulars, last week set a hearing date of June 7 in St. Louis despite objections by KWK's attorney. Alleged fraudulent contests triggered the KWK proceeding (BROADCASTING, Nov. 28, 1960 *et seq.*).

Hearing Examiner Charles J. Frederick, in the same vein last week, set a hearing on the revocation of construction permit for WMPP Chicago Heights, Ill., for July 6, saying it "will absolutely be held on that date in Chicago, and parties should accordingly come to prehearing conference prepared to discuss their cases with that fact in mind." Mr. Frederick will then go on to hear the KBOM Bismarck, N. D., revocation proceeding July 17.

To feature film buyers who would rather invest than speculate.

This second issue of feature films not offered to public, but is offered exclusively to TV station executives with profits in mind

NEW ISSUE

41 feature films for TV

SEVEN ARTS ASSOCIATED CORP.

offers

Warner's "Films of the 50's" VOLUME 2

a most *uncommon* stock

Direct placement of these feature films will be negotiated at Suite C240, Sheraton Park Hotel, Washington, D. C. May 7-8-9-10 by

Robert Rich	Jack Heim	George Mitchell
Donald Klauber	Robert Hoffman	Lester Tobias
Lloyd Krause	Ben Elrod	Kirk Torney
	David Hunt	

FLICKER TAPE RUNS TWO HOURS LATE IN HEAVY FEATURE FILM BUYING

Off to bearish start, sudden recognition of true value by smart money in TV management spurs brisk buying to bull market proportions

Investment for profit in feature films for TV broke with tradition when Seven Arts offering of top quality, top priced post-50 Warner's found bold buyers among station executives with a keen eye for audience-pulling power regardless of price. Investment quality of the Warner films apparently fits the growth pattern of stations committed to a policy of providing TV advertisers with the best film programming money can buy.

SUPPLY OF FEATURE FILMS OUTNUMBERS STOCKS ON NEW YORK EXCHANGE

Availability of some 11,000 motion pictures makes selective buying a prerequisite to TV station profits

A resounding tribute to the perspicacity of station executives, especially in smaller one-channel markets, is found in their selection of Seven Arts' "Films of the 50's". Outstanding performance wherever telecast bears out their good judgment as analysts of feature film quality.

Reasons for choosing the Warner package are variously stated by station executives. Says A. J. Bauer, General Manager, WINK-TV, Fort Myers, Florida:

"Every year we scour the market for better and better feature films for our sponsored Thursday night 'Variety Theatre'. With literally hundreds of films to choose from, we decided the Seven Arts package is *in a class by itself*.

"The sponsor is convinced his show is now giving the Fort Myers audience the best feature film entertainment that money can buy."

Says Jean Hendrix, Assistant to the General Manager, WSB-TV, Atlanta, Georgia:

"WSB-TV has always been strong in feature film programming. We acquired the Warner pictures *to make it still stronger*.

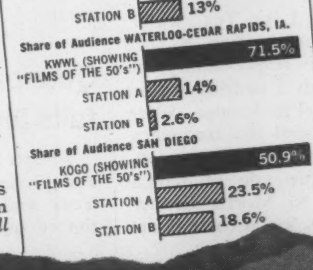
"The first thing we will do is use the 26 color films in a Friday night slot we'll call "Warner Bros. Premiere'. Also, the high caliber of this Seven Arts release gives us pictures we'll run as specials in 'A' time. Actually all of these films have the high quality we require for our spot carriers. All in all I'd say these 'Films of the 50's' will strengthen our leadership in feature film audience here in Atlanta."

Says Robert J. Heiss, Manager of Radio & Television, WTMJ-TV, Milwaukee:

"Unlike some of the assortments we've bought in the past, we can say of these Warner features, *all quality, no rubbish.*"

CHARTISTS SEE FEATURE FILM MARKET HIGHLY SELECTIVE

The record-keeping analyst draws conclusions from profitable performance that accrues to stations willing to invest in top quality product. Typical chart (below) shows correlations of film quality to audience appeal as reflected in ratings, a primary base for outstanding station profits.



QUALITY FILM CONCEPT FINDS SEVEN ARTS SALES UNSCATHED BY RECESSION

"We believe the fact that our sales have run counter to the economic climate," declares Eliot Hyman, Seven Arts President, "stems from our great emphasis on quality product."

In its first six months on the market with the "Vol. I" package of Warner's "Films of the 50's" Seven Arts has sold 74 TV markets at prices that set all-time highs in the industry.

Asheville, N. C.—WLOS-TV
Atlanta, Ga.—WSB-TV
Baton Rouge, La.—WBRZ-TV
Bay City-Saginaw, Mich.—WNEM-TV
Beaumont, Texas—KBMT-TV
Billings, Mont.—KGHL-TV
Bristol, Virginia—WCYB-TV
Buffalo—WBEN-TV
Charlotte, N. C.—WSOC-TV
Chicago—WGN-TV
Colorado Springs, Colo.—KRDO-TV
Columbus, Ohio—WBNS-TV
Davenport—WOC-TV
Decatur-Springfield-Champaign, Ill.—WTVP
Detroit—WJBK-TV
Dothan, Ala.—WTVY
El Paso, Tex.—KELP-TV
Eugene, Ore.—KVAL-TV
Fort Myers, Fla.—WINK-TV
Fort Wayne, Ind.—WKJG-TV
Fresno—KMJ-TV
Green Bay, Wisc.—WBAY-TV
Greensboro, N. C.—WFMY-TV
Honolulu, Hawaii—KGMB-TV
Houston, Tex.—KPRC-TV
Indianapolis, Ind.—WISH-TV
Jackson, Mich.—WILX-TV
Jacksonville, Fla.—WJXT
Johnstown, Pa.—WJAC-TV
Kalamazoo, Mich.—WKZO-TV
Kansas City, Mo.—WDAF-TV
Lafayette, La.—KLFY-TV
Little Rock, Ark.—KARK-TV
Los Angeles—KHJ-TV
Las Vegas, Nev.—KLRJ-TV
Madison, Wis.—WISC-TV
Miami—WTVJ
Milwaukee—WTMJ-TV
Minneapolis—WTCN-TV
Monroe, La.—KNOE-TV
New Orleans, La.—WWL-TV
New York—WOR-TV
Norfolk, Va.—WAVY-TV
Oklahoma City, Okla.—KOCO-TV
Peoria—WTVH
Philadelphia—WCAU-TV
Phoenix, Ariz.—KVAR
Portland, Ore.—KGW-TV
Portland-Poland Spring, Me.—WMTW-TV
Providence, R. I.—WJAR-TV
Raleigh, N. C.—WRAL-TV
Reno, Nev.—KOLO-TV
Roanoke, Va.—WSLS-TV
Rochester, Minn.—KROC-TV
Rochester, N. Y.—WROC-TV
Rockford, Ill.—WTVO
Salt Lake City—KSL-TV
San Antonio—KONO-TV
San Diego, Calif.—KOGO-TV
San Francisco—KTVU
Scranton, Pa.—WDAU-TV
Shreveport, La.—KSLA-TV
South Bend, Ind.—WSBT-TV
Spokane, Wash.—KREM-TV
Springfield, Mass.-Hartford-New Haven—WWLP
St. Louis—KSD-TV
Syracuse, N. Y.—WHEN-TV
Tallahassee, Fla.—WCTV
Tampa-St. Petersburg—WTVT
Tucson, Ariz.—KOLD-TV
Washington, D. C.—WTOP-TV
Waterloo-Cedar Rapids, Iowa—KWWL-TV
Watertown, N. Y.—WCNY-TV
Wichita Falls, Texas—KSYD-TV

AFM LASHES AT WWL-TV

FCC action asked on alleged failure of station to fulfill promises on use of live music

In what it terms "the first step in an all-out effort" to make tv stations match performance against promise in the field of live local programming, the American Federation of Musicians asked the FCC to deny renewal of license or set for hearing WWL-TV New Orleans.

Herman Kenin, president, said WWL emphasized its past employment of staff musicians in radio as positive proof it would be so in television. He said the tv outlet's use of live musicians has steadily declined.

The union cited programming material proposed in the application of WWL-AM-TV in which it said it would use local live musical talent on at least 13 shows. AFM supported WWL in the comparative hearing for its channel on these grounds and the hearing examiner made reference to local live music in recommending the applicant. In granting a construction permit, the FCC said: "WWL has also, as contended, utilized very extensively local musical talent in station programming."

Now, according to the head of the New Orleans AFM local, WWL-AM-TV employs no staff musicians. WWL-TV never employed a staff orchestra, combo unit or string group, he charged.

Robert Marmet, attorney for WWL-TV, said the station had presented more live music than any other station in the area but had found very little public acceptance of it.

BBC-TV visitor

Kenneth Adam, director-designate of BBC-TV, was a visitor at FCC headquarters Friday (April 21). Mr. Adam and Dennis Scuse, U. S. representative for BBC, met informally with the commissioners during a social luncheon. Mr. Adam currently is controller of programs for BBC-TV and takes over as director (president) in June.

The British official has definite ideas about programming. Tv, he insists, is a medium which must cater to the majority of the people, while the interests of minorities must not be overlooked. Mr. Adam said that most westerns on BBC-TV are suitable for children. "Of course there is violence in them, but I don't believe that this sort of violence corrupts or harms the normal child," he said.

The FCC last week...

- Granted construction permits to Alfred E. Anscombe for new tv stations on ch. 66 in Erie, Pa., with 195 kw and on ch. 56 in Binghamton, N.Y., with 214 kw. Mr. Anscombe also owns 5% of WKBW-TV Buffalo. In earlier actions the FCC granted a construction permit to Harrison M. Fuerst for ch. 3 in Alamosa, Colo., with 141 kw power. Mr. Fuerst has minority interests in KVOR Colorado Springs, Colo.; KPAS Banning and KTUR Turlock, both California.

- Was asked by Leo Joseph Theriot, licensee of KLFT Golden Meadow, La., not to enlarge issues to include a question of his making misrepresentations to the commission (as the FCC Broadcast Bureau had asked) (BROADCASTING, April 17). The bureau contended Mr. Theriot had lied in saying he hired a fulltime engineer and had attempted to deceive the FCC. Mr. Theriot said the bureau plea should not be accepted since it was not filed within 15 days of the time his license-revocation proceeding was announced. He further claimed that since he "is not a lawyer," he had understood his arrangement with an engineer to post his license at the station would cover the pertaining FCC requirements.

- Warned KBLT Big Lake, Tex., which has been off the air since Feb. 9, that unless someone takes responsibility for the station or requests a hearing within 30 days, it will cancel its license, delete its call letters and open the frequency to new applicants. The FCC on Jan. 11 had approved the sale of KBLT from Don Renault to Morris Brown. Mr. Brown died Feb. 9 and there is apparently a dispute between his heirs and the former owner as to whether the sale had been consummated. Neither party would accept responsibility for the station, which for the time being has been abandoned.

Co-op ad tax exemption may get expansion

The excise-tax exemption Congress granted manufacturers of radio and television sets and other items last year would be expanded under legislation now before the House Ways & Means Committee.

Present law permits these manufacturers, in determining their excise-tax payments, to exclude from their sales price the expenses they incur in reimbursing distributors for advertising on radio, television or in the press. The exclusion is limited to 5% of the sales price.

The new legislation, introduced by Rep. A. Sidney Herlong Jr. (D-Fla.), would extend the exemption to reimbursments for advertising via "other recognized media." It is understood that the bill is intended primarily to cover outdoor and direct-mail advertising. Representatives of those media are pressing hard for the bill's enactment.

Quiz-payola prosecutor falls ill during trial

Joseph Stone, who helped investigate and prosecute broadcast fraud in New York and who figured prominently in the tv quiz scandals and alleged payola-misleading advertising incidents in the fall of 1959, became ill in court last week while prosecuting a payola case.

Mr. Stone, assistant district attorney (New York County), was hospitalized and given electro-cardiogram tests. The trial of former WMGM New York disc jockey Peter Tripp, on charges of accepting payola from various record companies, was to resume with two of Mr. Stone's associates handling the prosecution.

Earlier in the trial Mr. Stone moved to drop 4 of 39 counts of commercial bribery lodged against Mr. Tripp on the basis of insufficient evidence. Mr. Tripp is accused of accepting $36,000 from eight record manufacturers or distributors in 1958 and 1959. Mr. Tripp's defense holds he accepted money as an "independent contractor, a freelance announcer and the star of a show."

SEC charges am licensee with 'gross misconduct'

Townsend Corp. of America, licensee of three am stations, was hard hit by the Securities & Exchange Commission last week, which charged "gross misconduct and gross abuse of trust" on the part of the investments company's officers. The SEC asked U. S. District Court, Newark, N. J., to enjoin the Townsend companies from further violations of regulations.

The charges specifically name Morris M. Townsend, president; Clinton Davidson, board chairman of the related Townsend Management Corp., and Raymond E. Hartz, president of the

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latter company, as having run the corporations "for their personal benefit and in derogation" of stockholders' interests. Townsend owns KITE Terrell Hills-San Antonio, KNOK Fort Worth and WKDA Nashville. Among the complaints that the companies had been extending the SEC debt limitations was their negotiations for a station in Tacoma, Wash., for about $1.5 million. The three officers cited have interests in the radio stations.

The SEC, in a strong indictment, charged the investment funds with "illegal transactions" that attempted to evade commission registration requirements. It also stated that Townsend stockholder reports were "materially" false and misleading. The SEC order asked the court to appoint receivers to prevent further violations of its rules and to protect stockholders' investments.

Bill introduced allowing duty-free foreign music

A bill reportedly aimed at enabling a non-profit organization in Wisconsin to feed classical music recordings to a Fond du Lac radio station could open up a can of worms as far as American musicians are concerned.

The bill (HR 5856) would permit the duty-free importation of magnetic tape and other sound recordings of music. Rep. William K. Van Pelt (R-Wis.) introduced it at the request of a constituent who had formed an organization to promote classical music for radio.

The constituent, he said, has arranged to obtain the recordings, at no charge, from groups abroad, and then to feed them to KFIZ Fond du Lac as a public service. However, the constituent feels he shouldn't have to pay duty on the incoming foreign tapes and records.

The view that the bill represented a threat to American musicians was expressed by a competent observer who said it might touch off an exodus by record makers. If they didn't have to worry about tariff costs, he said, the records makers would be tempted to cut records abroad, where talent costs less, and flood the American market with them.

Senate minimum wage bill extends exemptions

The minimum wage bill which swept through the Senate April 20 contained some sweetening for station owners in sparsely settled areas.

As originally proposed the bill exempted from the overtime-coverage provision announcers, news editors and chief engineers employed by stations in non-metropolitan areas of less than 50,000 population.

The sweetener, in the form of an amendment accepted without debate Wednesday, extended the exemption to stations in metropolitan areas provided the communities involved have populations of less than 25,000 and are 40 miles from their area's principal city.

The amendment was offered by Sen. Eugene McCarthy (D-Minn.), who was primarily concerned with four small Minnesota towns—Ely, Hibbing, Virginia, and Eveleth. All are in what is technically a metropolitan area but none has a population of more than 18,000 and all are at least 66 miles from the area's principal city, Duluth.

A group of broadcasters from the towns, headed by Carl Bloomquist, owner of WEVE Eveleth, asked Sen. McCarthy to sponsor the amendment.

The House minimum-wage bill, passed last month, only exempts stations in non-metropolitan area communities of fewer than 50,000 population.

Watch that plug, film producers told

FCC ACTS TO IMPLEMENT ANTI-PLUGOLA LAW

The FCC moved last week to amend its rules on hidden plugs and payola. The proposed rulemaking would implement the revised Sec. 317 and the new Sec. 508 of the Communications Act by plugging any possible loopholes in the present rules.

Under the proposed rule, producers of tv film and those who hope their product may be shown on tv would have to spell out any payment they receive from manufacturers whose products they show and identify the sponsor.

A conference of the FCC, the Motion Picture Assn. of America and the Alliance of Television Film Producers was held last September to work out this issue (BROADCASTING, Sept. 26, 1960).

A "grandfather" clause covers film produced before Sept. 13, 1960, the effective date of the new section covering plugola. But the FCC warns that films made after that date are covered by the law and that a producer would do well to consider his product may some day be shown on tv and that a station should guard against paid mentions creeping into the film unannounced.

Language of the new rule specifies also that tv licensees shall "exercise reasonable diligence" to determine whether its employees or "other persons with whom it deals" in programming material have been paid for supplying product mention. If consideration has been received, the station must make "an appropriate announcement."

Congress listed 27 examples of violations or borderline cases regarding Sec. 317. In an attachment to the rulemaking, the FCC lists an additional nine examples from its recent experience.

Comments are due June 12.

Though out of FCC King continues crusade

In his first public appearance since leaving the FCC, former Commissioner Charles H. King spoke before a seminar of the Annenberg School of Communications, U. of Pennsylvania, April 20. Under the title, "Broadcasting and the FCC," Mr. King again set forth his views that the commission is getting involved in programming, a field it should eschew (BROADCASTING, March 6).

Mr. King also discussed the clear channel case, tv allocations, the current commission interest in character qualifications, criteria in comparative cases and economic impact of new stations in small markets.

The Detroit Law College dean said that "sooner or later the commission is going to have to start considering economic impact. If the present policy is continued, many stations no longer will be able to perform in the public service." This policy, which requires a station protesting a new station coming into its area to put its license on the line against the new applicant with the FCC choosing which is best, is unfair and will result in nothing but harm to the public, he stated.

Mr. King said that most criteria used in comparative cases are meaningless and inconsistent. He pointed out that many of the best stations are operated by absentee owners, newspaper owners or multiple owners, yet each classification can result in a comparative demerit.

The former commissioner, who left the FCC March 2 when Newton N. Minow was sworn in, is on leave as dean of the Detroit College of Law. He will return to that post July 1.

Government briefs...

New translator forms ▪ New application forms have been made available by the FCC for use in applying for vhf translator licenses. The revised applications, Form 347, should be used in all future filings and the commission asked that old forms be destroyed. Applicants for uhf translator licenses will continue to use Form 344.

"Where there is no publicity, there is no justice. Publicity is the very soul of justice"*

—JEREMY BENTHAM

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*As quoted by the court in Jerusalem after its observation of the Capital Cities equipment in operation.

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who have joined with us to make possible the videotape record exactly as it occurs—in the courtroom in Jerusalem—of the historic trial of Adolf Eichmann.

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Leo Hurwitz DIRECTOR

A COMPLETED FORWARD PASS

National Football League and CBS-TV sign $9.3 million two-year package contract

The National Football League and CBS-TV combined their talents to produce pro football's greatest scoring play—a $9.3 million two-year "package" contract for the television rights of the league's 98-game regular season schedule. It follows the precedent established last year by the rival American Football League and ABC-TV, calling for more than $11 million over a five year period.

Financially, the NFL package means $4,650,000 per season or slightly more than $332,000 to each of the 14 teams. Last year's figures, negotiated by the individual teams, ranged from a mere $75,000 received by the Western Div. champion Green Bay Packers to the $225,000 deal of the Pittsburgh Steelers. Last year's AFL-ABC pact awarded $185,000 to each of that league's eight clubs. Joe Foss, AFL commissioner, reports that under an escalator plan each team will receive about $205,000 in 1961 and more each succeeding season until the contract expires at the end of the 1964 season.

Last week's deal, announced jointly by William C. MacPhail, vice president, CBS-TV Sports, and Pete Rozelle, NFL commissioner, had been in the wind for some time, but fear that such a plan would be challenged by the Justice Dept. for possible antitrust violations prevented it from becoming reality any sooner.

Paradoxically, the NFL deal likely will reap rewards for the American League, too. According to Commissioner Foss, "An NFL package might enhance our bargaining position by freeing another network (NBC-TV which televised some NFL games) into the

Etv shows made available to commercial tv

National Educational Television & Radio Center, New York, which currently is allied with a civic group that has bid for the purchase of WNTA-TV New York, is no stranger to commercial television station program requirements.

John F. White, president, emphasized that although the center is not in the business of running stations, it does assist educational tv stations initially and commercial stations secondarily with educational programming material. In the communities in which there is no educational tv outlet, the center makes its programs available for presentation over commercial tv stations, generally after the series have ended their cycles on etv outlets.

These commercial stations may order any of 144 program series produced for NET and its 50 affiliated stations over the past five years. In its latest annual report ended last June 30, twenty-six communities ordered 1,353 programs from 130 different series during that year.

Center programming is produced by the various NET stations or outside production sources. A spokesman for NET said "the most popular" programs requested by commercial stations within the last few months have been the following: *Language and Linguistics, Language In Action, Opera For Today, Astronomy For You,* and *The Written Word.* A series that has won critical acclaim on etv stations and has been carried on a few commercial outlets is *The Ragtime Era,* which traces the development of this type of music from the 1890's to 1918. It is expected to be released generally to commercial stations shortly.

The center endeavors to receive a commitment from a commercial station that the etv program will be scheduled in a satisfactory (rather than "fringe") time period. For example, WOR-TV New York has been carrying *The Ragtime Era* on Saturdays, 8:30-9 p.m.

Center officials point out that up to 15 stations are carrying their programs at a given time. The availability of prints is one factor in limiting the number, and the popularity of a given program is another. Programs usually are of half-hour length.

Full details of the service to commercial tv stations are available from Donald Sandberg, director of distribution, Extended Services Plan, National Educational Television & Radio Center, Ann Arbor, Mich.

Ragtime pianist Max Morath takes his derby from Carol O'Kane during a scene from "The Ragtime Era," a 12-program series of the National Educational Television & Radio Center, which is set for general release shortly to commercial tv stations. The Center has 144 series available for tv outlets in communities with no NET station.

bidding market for our product.”

Regional Schedules ▪ Voicing the NFL viewpoint, Commissioner Rozelle said, “From a business standpoint, we found our previous television policy of individual club negotiations to be unworkable. A majority of our teams faced the imminent prospect that television coverage of their road games would be discontinued.” CBS-TV will televise seven games each weekend on a regional basis. In addition, there will be national telecasts on Thanksgiving Day and the second and third Saturdays in December after the close of the college football season. All televised games will come to cities where the home team is on the road.

The commissioner added that a game-of-the-day plan, “which would generate substantially more television income for the league,” was considered—and turned down because it was not in the public interest.

Championship game and runner-up game rights were not a part of the NFL-CBS deal. That plum, earlier this year, went to NBC-TV for $1.23 million, also a two year pact. The AFL package includes its championship game.

2,122 AP subscribers in 1960 set record

A record high of 2,122 domestic radio and tv stations subscribed to the Associated Press news service last year, 80 over the total of 2,042 in 1959, AP members were told at their annual meeting held in New York last week. The national radio networks of ten countries also became AP subscribers.

Other claims:

- AP world service is serving more broadcasters, newspapers, broadcasters and other outlets than any single organization ever did.
- Foreign photo distribution increased faster than ever.
- A magnetic tape recorder to receive, store and retransmit photographs without loss of photographic qualities is being tested.
- A number of devices are in development which promise improved transmission and member reception of news reports.

It was noted AP 1960 revenues were approximately $15 million greater than in 1950, over 60% growth.

Other financial items mentioned: 1960 operations resulted in a small excess of revenue over expenses, and purchases of capital assets during the year totaled $306,223.19, all paid from AP cash funds.

Members re-elected Benjamin M. McKelway of the *Washington Star* (WMAL - AM - FM - TV Washington, D. C., and WSVA-AM-FM-TV Harrisonburg, Va.) president; Bernard H. Ridder Jr. of the *St. Paul Dispatch and Pioneer Press* (Midwest Radio Television Inc.) was elected first vice president; and Harold A. Fitzgerald of the *Pontiac* (Mich.) *Press* second vice president; Harry T. Montgomery, secretary (succeeding Lloyd Stratton, retiring), and Robert R. Booth re-elected treasurer.

Four AP members were elected to the board and two re-elected. Elected were Harry F. Byrd Jr., *Winchester* (Va.) *Evening Star;* Wright Bryan, *Cleveland Plain Dealer;* William Dwight, *Holyoke* (Mass.) *Transcript-Telegram* (WHYN-AM-FM-TV Springfield-Holyoke, Mass.); and Eugene C. Pulliam, *Phoenix* (Ariz.) *Gazette* (KOOL-AM-FM-TV Phoenix). Re-elected were Mr. McKelway and Henry D. Bradley, *St. Joseph* (Mo.) *Gazette and Sunday News-Press.*

UPI executives hear about year’s gains

The 2,016 radio stations and 232 tv stations subscribing to the United Press International broadcast news service were benefited by six major steps taken in the past year, UPI executives were told at their annual meeting in New York last week.

These were: inauguration of spot news audio reports direct from the scene of fast-breaking major news events; more newsfeatures, prepared well in advance to allow subscribers to tape and plan programming; advance notice of special or seasonal material giving subscribers ample time to program, promote and sell these newsfeatures; increased emphasis on in-depth and special coverage; the addition of three new program features, *Log Book, The Month Ahead* and *Top Action Albums* in answer to subscriber station requests, and utilization of new wire transmission techniques to save wire time and space.

It was also disclosed that UPI now uses almost 300 hours daily of “radio transmitter time” from 13 cities and that there is nowhere in the world that radio signals carrying UPI news cannot be heard.

The wire service’s United Press Movietone division reported that during 1960 it initiated a general program of documentary material which was used by various tv stations throughout the world. It was estimated that the division’s production on the UN General Assembly was seen in 25 countries. Another production, *The Kennedy Story,* was sold in 40 U.S. tv markets and also overseas.

Other UPI development of the last year included: continued growth of UPI to a point where it now serves directly a record total of 6,409 subscribers around the world, a net gain of 201 over last year; and an increase in the number of bureaus to 248, of which 144 are in this country; establishment of a commercial film division in conjunction with the 20th Century-Fox Corp., and introduction of UPI services to almost every new independent country created during the year, which expanded the wire service’s news and pictorial reports to a record 103 countries and territories.

SAG warns against hiring non-members

The Screen Actors Guild last week notified producers of tv commercials and the advertising agencies they are headed for trouble if they fail to abide by a provision of their contract which requires every performer used in commercials to be an SAG member in good standing or, if he is not already a member, to join the guild within 30 days of his first employment.

In a letter sent Tuesday to the full list of signatories of the SAG’s 1960 commercials contract and the advertising agencies who signed letters of adherence, SAG warned that “certain agencies” have “consistently failed” to check the SAG standing of performers they are considering employing and said that the contract calls for monetary damages for breach of contract. After May 1, SAG said, it “will file claims for damages against the employer in all cases of employment by any player in violation” of the contract. “Custom and practice of the industry over many years,” the guild wrote, “has established the amount of such damages to be the guild initiation fee and six months’ dues.”

SAG said it keeps a file of all players who have worked as non-members and who may not be employed again unless they become SAG members and of the current standing of all members. The majority of producers and agencies check on the status of prospective employees with the SAG before employing them and so avoid breach of contract claims, SAG said, but “certain agencies, through neglect or lack of knowledege, have consistently failed to do so.”

More Warner Bros. post-’50s

Seven Arts Associated Corp. announced last week that 41 additional Warner Bros.’ features produced during or after 1950 will be released shortly to tv. Details on this second Seven Arts’ package, called “Films of the 50’s Volume II,” will be disclosed during the NAB convention in Washington next week. A group of 40 post-’50 Warner features have been in release since last October and have been sold in 74 markets.

NTA, Desilu settle their differences

NTA BUYS SERIES AND PILOTS VALUED AT $8 MILLION

The joint tv production agreement of Desilu Productions and National Telefilm Assoc. has been terminated and NTA has purchased the Desilu rights to six-half hour series and nine pilot films valued at $8 million. The price paid Desilu by NTA was not disclosed. It was also announced that all disputes between the companies have been resolved. Desilu had filed suites against NTA for each of the six series, charging that NTA had failed to make residual payments agreed to, seeking money damages and an injunction to stop NTA from selling the series to additional stations (BROADCASTING, March 6).

The six half-hour series to which NTA now assumes full ownership are: *U. S. Marshall* (78 episodes); *Sheriff of Cochise* (78); *Grand Jury,* (39); *This is Alice* (39); *Walter Winchell File* (39 and *Official Detective* (39).

The pilot films are: *You're Only Young Twice, The Last Marshall, The Wildcatters, Tonight in Havana, Rikki of the Island, The Silver Frame, Country Doctor, Just Off Broadway* and *Dallas.* With the series acquired from Desilu, NTA's film library now includes more than 40 program series. NTA also distributes feature films to tv from a library of over 700 motion pictures produced by 20th Century-Fox, Stanley Kramer, Sir Alexander Korda and J. Arthur Rank, plus other features and short subjects.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 1-5. 8-10 (6-6:30 a.m.) **Continental Classroom** (modern chemistry). sust.

May 1-5. 8-10 (6:30-7 a.m.) **Continental Classroom** (contemporary math). sust.

May 1-5 8-10 (10:30-11 a.m.) **Play Your Hunch**, part.

May 1-5. 8-10 (11-11:30 a.m.) **The Price Is Right**. part.

May 1-5 8-10 (12:30-12:55 p.m.) **It Could Be You**, part.

May 1-5 8-10 (2-2:30 p.m.) **The Jan Murray Show**, part.

May 1-4. 8-10 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

May 1, 8 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

May 3, 10 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 3. 10 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

May 4. 11 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

May 5 (8:30-10 p.m.) **The Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

May 6 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 6 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 6 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

May 7 (6-6:30 p.m.) **Meet the Press,** co-op.

May 7 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

May 7 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Public affairs rewards are many, says WIP-FM

WIP-FM Philadelphia believes public affairs programming can be done satisfactorily on a wide scale—and has the goods to prove it.

To date, WIP-FM has broadcast every session of the U.N. General Assembly and Security Council since September 1960, a total of 1,100 hours. The fm station estimates it currently devotes 50 hours a week to on-the-spot coverage of important national and international news events.

WIP-FM also carries all President Kennedy's news conferences and recently arranged for daily coverage of the Eichmann trial.

General Manager Harvey Glascock says that coverage of these events is costly, but chalks off some of the price to WIP-AM which also uses the on-the-spot news. Moreover, the friends WIP-FM is winning, the good will it's creating and opportunities it offers people to hear history in the making more than offsets the cost, the station says. And it plans more programming along this line.

Program production firm for 'top 40' stations

A new program service for "top 40" radio stations, Formatic Radio, has been announced by Peter Frank, president, Peter Frank Organization. Formatic is being produced by Stars International and distributed by Richard H. Ullman Inc.

Formatic program and production aids include 192 arrangements of a special theme; station ID and program jingles; punctuators, bridges, separators, stings, pows and cues; musical beds for newscasts, weathercasts and sportscasts; news bulletin introductions, comedy wild tracks and new hi-fi sound effects. Many of these features will be customized for each station subscriber, Mr. Frank said. The service also includes a merchandising plan, "Operation Maximum Gain," which enables stations to get merchandise for prizes and premiums at wholesale prices. Will Scott, executive vice president of Stars International, is executive producer of Formatic Radio; Royce Johnson is producer.

Film sales...

Big Time Wrestling (Barnett-Doyle): Sold to WBAY-TV Green Bay, Wis., and WJBF-TV Augusta, Ga.

Mantovani (NTA): Sold to WMTW-TV Poland Spring, Me.; WLBZ-TV Bangor, Me.; KOLD-TV Tucson; KTHV (TV) Little Rock; KCOP (TV) Los Angeles; KOA-TV Denver; WFLA-TV Tampa; KTVH (TV) Wichita; WDSU-TV New Orleans; KROC-TV Rochester, Minn.; WLBT (TV) Jackson, Miss.; WTOK-TV Meridian, Miss.; WDAF-TV Kansas City; KGHL-TV Billings; WNTA-TV New York; WHIO-TV Dayton, Ohio; KVOO-TV Tulsa; KOIN-TV Portland, Ore.; KTSM-TV El Paso, and KCTV (TV) San Angelo, Tex. Now in 21 markets.

King of Diamonds (Ziv-UA): Sold to Kroger Co. for WDAF-TV Kansas City, WHIO-TV Dayton, Ohio, and WCPO-TV Cincinnati; and to Max Factor Inc. for KONA (TV) Honolulu. Also sold to these stations: WHDH-TV Boston; KABC-TV Los Angeles; WJBK-TV Detroit; KTVK (TV) Phoenix; KBOI-TV Boise, Idaho; KOA-TV Denver; KERO-TV Bakersfield, Calif.; KLAS-TV Las Vegas; KVAL-TV Eugene, Ore.; WGR-TV Buffalo; WFGA-TV Jacksonville; WTVH (TV) Peoria; WTVP (TV) Decatur; WALB-TV Albany, Ga.; WJHP-TV Panama City, Fla.; WAVY-TV Norfolk, and WCSH-TV Portland, Me.; WFLA-TV Tampa; WGN-TV Chicago; KCPX-TV Salt Lake City; WBTV (TV) Charlotte, N. C.; WBRE-TV Scranton-Wilkes Barre, Pa.; WTVY (TV) Dothan, Ala.; WFMJ-TV Youngstown, Ohio; WCCO-TV Minneapolis-St. Paul; WLAC-TV Nashville; KCRA-TV Sacramento; KRDO-TV Colorado Springs, Colo.; WTVM (TV) Columbus, Ga.; KHQ-TV Spokane, and KOGO-TV San Diego. Now in 83 markets.

Films of the '50's (Seven Arts): Sold to WRAL-TV Raleigh, N. C.; KOLD-TV Tucson; KRDO-TV Colorado Springs, Colo., and WWL-TV New Orleans. Now in 74 markets.

Consult Dr. Brothers (ABC Films): Sold to WBKB (TV) Chicago; WWJ-TV Detroit; KSD-TV St. Louis; WEWS (TV) Cleveland; KPRC-TV Houston; WTVJ (TV) Miami; WISN-TV Milwaukee; WDSU-TV New Orleans;

BUFFALO EVENING NEWS STATION
WBEN-TV
Television
CH. 4 CBS

THIS IS POWER

Power met power when WBEN-TV - - the most powerful selling medium in sight and sound on the Niagara Frontier - - focused its cameras on the Niagara Power project dedication, the most powerful hydroelectric complex in the Western World.

Since 1948 more than two million Western New Yorkers have depended on WBEN-TV for continuing public-service coverage. This up-to-the-minute, on-the-spot reporting has built tremendous loyalty and confidence.

There's power in this trust - - power that moves merchandise, sells services and products. It compares with the power that this $720,000,000 project - - equal to the output of all the TVA hydroelectric dams - - will generate for area industry.

Niagara Power is bringing new growth, expansion, jobs - - new families, new thousands into the market place. WBEN-TV power brings your message to them with vigor and impact - - another powerful reason why your TV dollars count for more - - on Channel Four.

National Representatives: Harrington, Righter and Parsons

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

WBAP-TV Dallas-Fort Worth; WGR-TV Buffalo; KOMO-TV Seattle; KSTP-TV Minneapolis; KGNC-TV Amarillo, Tex.; WTAR-TV Norfolk; WAFB-TV Baton Rouge, and KRNT-TV Des Moines.

Tape, film firms join creative, sales work

Videotape Productions of New York Inc., and Robert Lawrence Productions Inc., New York, will try a "mixed marriage" of their respective tape and film services. In a joint announcement last week, the companies said they will cooperate to complement each's activities in tape and film.

Creative and sales executives of the two companies already are meeting at each other's production centers for indoctrination in the two methods of production. Clients of both companies now are offered a tape and film service based on "one-stop shopping." Instead of making separate negotiations for a taped commercial that requires a filmed insert, the client can arrange for both services through a single creative group and sales force.

John B. Lanigan, vice president and general manager of Videotape Productions of New York, explained the cooperative venture is not a merger, but an agreement in "good faith." Mr. Lanigan called the move a "business-getting device" which will provide an economical way for a client to receive broader service. The association of the two creative staffs is expected to help develop new production techniques for tv commercials. Mr. Lanigan said executives of the companies were "highly enthusiastic" at their first joint meeting, where many new production ideas were proposed. The arrangement will function at the executive level only with no interchange of union personnel.

Program notes...

Lasker awards ▪ CBS-TV and KCRA-TV Sacramento are recipients of the 1961 Albert Lasker Medical Journalism Awards for tv. Presentation will be made at a May 4 luncheon in New York. CBS-TV was cited for "Biography of a Cancer" on *CBS Reports* KCRA-TV, an NBC-TV affiliate, won for its *Face of Despair* program on care of the mentally ill, broadcast last October.

MWA awards ▪ Mystery Writers of America Inc., N. Y., presented "Edgar" awards for outstanding mystery writing for television at the group's 16th annual Edgar Allan Poe awards dinner in New York April 21. Tv winners were: (best hour television) "The Case of the Burning Court," by Kelley Roos, on NBC-TV's *Dow Hour of Great Mysteries*, and (best half-hour television) "The Day of the Bullet," by Bill Ballinger, on CBS-TV's *Alfred Hitchcock Presents.*

Doc deus ex machina

A tip to program producers on one way to substitute new actors in a tv series: the initial episode of a new half-hour NBC-TV series, *Some Like It Hot,* will present Jack Lemmon and Tony Curtis in the roles they portrayed in the motion picture of the same name. But since they are replaced after the first program, they visit a plastic surgeon, who alters their identity, and *voila!* in subsequent episodes, Jack Lemmon gives way to Vic Damone and Tony Curtis to actor-comedian Dick Patterson. The date and time for the series will be announced later by NBC-TV. The series will be produced by Mirisch Video in association with Ziv-United Artists.

MCA earnings up ▪ MCA Inc. reported that unaudited net income after taxes for the first quarter of 1961 amounted to $3,455,000, as compared with $2,019,553 for the corresponding period last year. Net income was 50 cents per share for the 1961 quarter and 41 cents a share for the 1960 period.

Foreign press show ▪ Viewers are familiar with how the U. S. press covers the news, but what about the foreign press? To fill this communication gap, WBKB (TV) Chicago begins a new public affairs series May 7 in the Sunday 4-4:30 p.m. period titled *Press Internationale.* Bob Lewandowski and Richard Applegate will present foreign journalists in panel discussions.

Old films, new films ▪ Rights to all United Artists film footage for use on the new *Play It For Laughs* panel program have been acquired by the producer, Scherson Productions. Four to six three-minute sequences of old, new and unreleased United Artists film will be screened silently during each half-hour program with panel members being called upon to "caption" each film segment. The panel will consist of such personalities as Orson Bean, Milt Kamen, John Zacherly, Sandy Becker, Howard Morris and Carol Burnett. It is a probable summer entry on CBS-TV, according to the producer.

Exchange ▪ KOGO San Diego and JORF, Radio Kanto, Yokohama, Japan, have devised an international news exchange. Each week JORF will send KOGO's news department a five-minute tape (in English) concerning the most significant news from Yokohama, Japan and the Far East. KOGO will reciprocate with a similar roundup. The unusual exchange plan actually had its origin back in 1957 when San Diego and Yokohama became "sister cities" under President Eisenhower's "People to People" program. It became reality early this year when Kotaro Wakamiya, managing director of Radio Kanto, visited the U. S. on a State Dept. cultural exchange and worked out the agreement with William E. Goetze, KOGO's general manager.

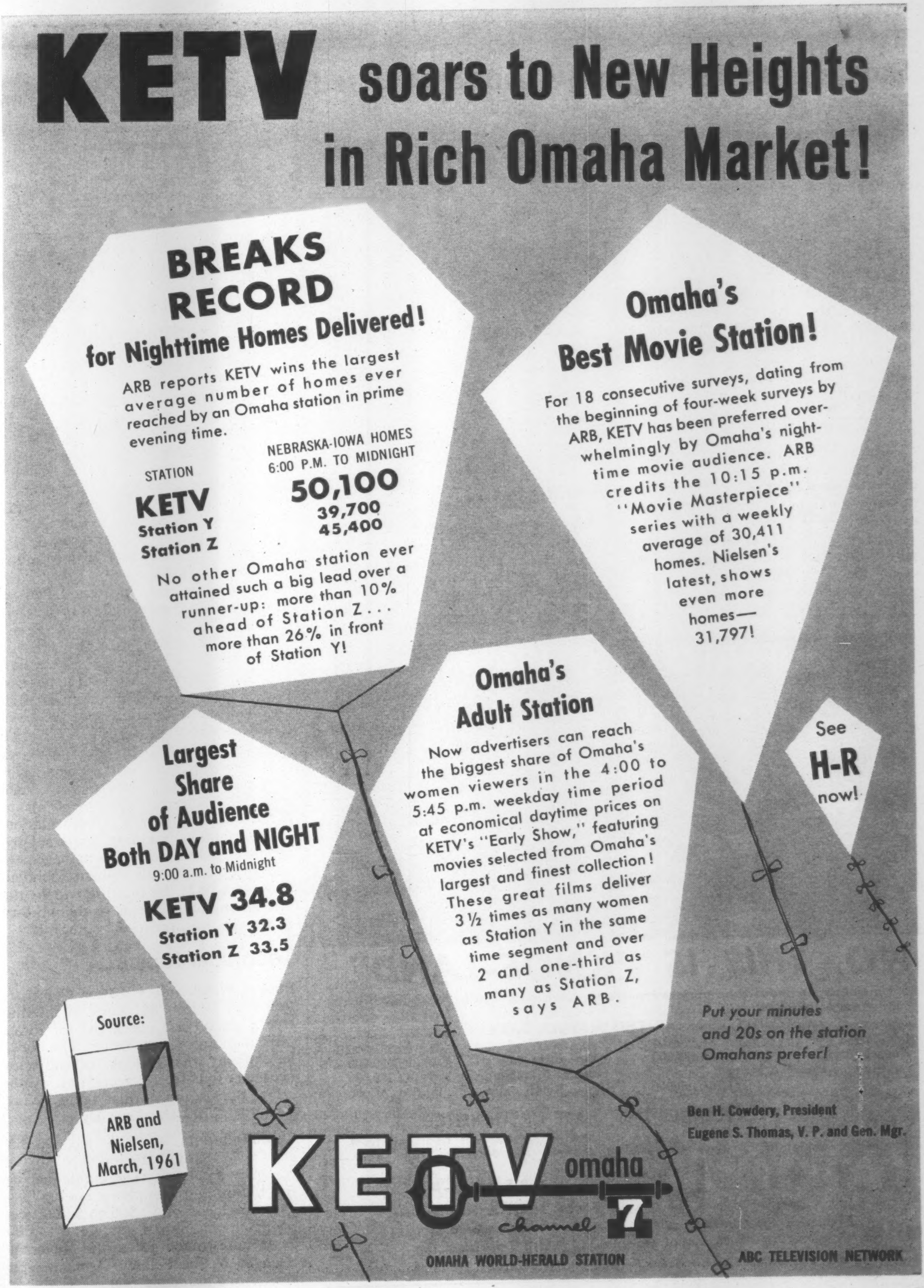
New NEA series ▪ The National Education Assn. has prepared a series of 15 half-hour films, *Parents Ask About School,* for distribution among local tv stations. The programs consist of seven question-and-answer shows and eight dealing with current school problems such as discipline and the talented child.

Alcoa and Astaire ▪ Alcoa Co., Pittsburgh, has announced it has signed Fred Astaire as host and sometimes star of its new *Alcoa Premiere* series which debuts on ABC-TV Tue., Oct. 10, 10 p.m. (NYT). The series, being produced by Revue Studios, Hollywood, will have no set format and will be composed of an equal number of half-hour and hour long programs.

A series grows in Brooklyn ▪ A new half-hour adventure series spotlighting the history of the borough of Brooklyn is being prepared by Industrials Illustrated Inc., New York, a producer of industrial motion pictures and tv film commercials and documentaries. Bern Robertson, director and producer for Industrials Illustrated, is using the files of the late *Brooklyn Eagle* to document stories for the film series, including episodes on the building of the Brooklyn Bridge, the exploits of Murder Inc. and the departure of the Dodgers. An initial 13-episode series is planned. Background footage for the series currently is being shot.

Disney shows profit again

A net profit of $669,982 after taxes for the six months ended April 1, 1961, was earned by Walt Disney Productions, according to Roy O. Disney, president. For the same period of 1960, the company showed a loss of $90,485. Per share earnings for the first half of fiscal 1961 are $0.41, compared to a loss of $0.06 per share for the first half of 1960. Gross income was up from $20,909,602 for 26 weeks ended April 2, 1960 to $23,065,753 for the half-year ended April 1, 1961, due chiefly to a $2.4 million increase in income from film rentals. Tv income was off slightly (from $2,894,843 to $2,810,133).



KETV soars to New Heights in Rich Omaha Market!

BREAKS RECORD for Nighttime Homes Delivered!

ARB reports KETV wins the largest average number of homes ever reached by an Omaha station in prime evening time.

STATION	NEBRASKA-IOWA HOMES 6:00 P.M. TO MIDNIGHT
KETV	**50,100**
Station Y	**39,700**
Station Z	**45,400**

No other Omaha station ever attained such a big lead over a runner-up: more than 10% ahead of Station Z . . . more than 26% in front of Station Y!

Omaha's Best Movie Station!

For 18 consecutive surveys, dating from the beginning of four-week surveys by ARB, KETV has been preferred overwhelmingly by Omaha's nighttime movie audience. ARB credits the 10:15 p.m. "Movie Masterpiece" series with a weekly average of 30,411 homes. Nielsen's latest, shows even more homes—31,797!

Largest Share of Audience Both DAY and NIGHT

9:00 a.m. to Midnight

KETV 34.8
Station Y 32.3
Station Z 33.5

Omaha's Adult Station

Now advertisers can reach the biggest share of Omaha's women viewers in the 4:00 to 5:45 p.m. weekday time period at economical daytime prices on KETV's "Early Show," featuring movies selected from Omaha's largest and finest collection! These great films deliver 3½ times as many women as Station Y in the same time segment and over 2 and one-third as many as Station Z, says ARB.

See **H-R** now!

Source:
ARB and Nielsen, March, 1961

Put your minutes and 20s on the station Omahans prefer!

Ben H. Cowdery, President
Eugene S. Thomas, V. P. and Gen. Mgr.

KETV omaha
channel 7

OMAHA WORLD-HERALD STATION

ABC TELEVISION NETWORK

Study shows 41% of fm stations plan stereo

ANOTHER 45% HAVEN'T MADE UP THEIR MINDS YET

Two out of every five fm stations (41.8%) plan to program multiplex stereo while 45.7% haven't decided, according to a survey conducted by National Assn. of Fm Broadcasters, headed by Fred Rabell, KITT (FM) San Diego.

The first results of a five-page questionnaire covering many phases of fm broadcasting are being tabulated by John B. Knight Co., which conducted the study for NAFMB. Final results, based on returns from 212 fm stations, will be published in booklet form for distribution at NAFMB's May 6-7 convention in conjunction with the NAB Washington convention.

The NAFMB study shows that only one out of eight (12.5%) of fm broadcasters was not planning multiplex stereo service at the time of the survey, conducted just prior to the FCC's approval of a General Electric-Zenith fm stereo multiplex system.

On profits, 27.3% of the stations reported they earned a profit on air time sales alone. Of those operating background music or storecasting services, 73.5% reported this type of multiplex fm broadcasting is producing a profit. Of the 212 reporting stations, 32.6% report they are engaging in multiplex subchannel activities.

Seven out of ten (69.7%) of responding fm stations said they needed less than two years to get into the black and 40.9% of those in the black lost less than $20,000 before getting out of red ink.

Results showed that 43% of responding fm outlets have a national sales representative; 45.9% report they received less than 10% of their business through advertising agencies; 67.7% said over 90% of their business comes from local advertisers; 91.7% limit spots to four to eight per hour.

Briefing in color tv

A new dimension will be used for briefing sessions at U. S. Air Force headquarters at the Pentagon in Washington. A closed circuit color tv system is being installed by Foto-Video Electronics Inc., Cedar Grove, N.J. The $286,400 contract is for a four-channel system, including videotape recording, motion picture, slide presentation and intercommunication facilities between viewing and briefing sets and between viewing sets. It covers five monitors in five locations. The system will be made safe from security leaks by an interlocking audio and video direct current circuit which prevents unauthorized monitor operation.

BUFFALO? HOUSTON?
SEATTLE?

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Magnolia Trailer Manufacturing Company, Vicksburg, Mississippi.

Electronics groups plan over-all advisory unit

An effort to find areas of agreement and cooperation among all the segments of the electronics manufacturing, distributing and servicing fields will be made at a meeting in Chicago May 18.

The hope is for formation of an over-all advisory group to consult on common problems such as intra-industry relations and legislation. The proposed advisory group would function apart from Electronic Industries Assn., Washington, but would include representation from EIA members.

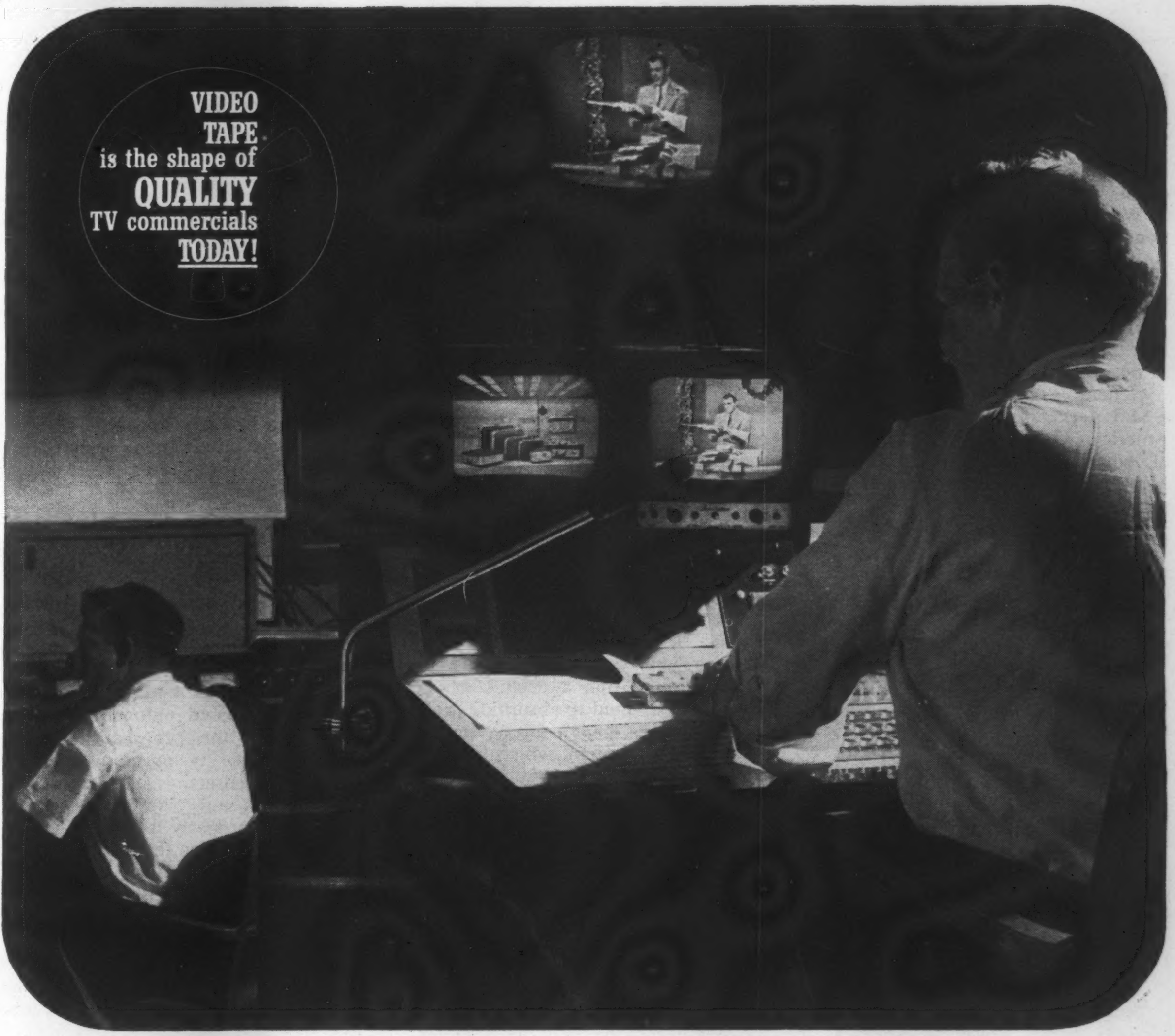
The Chicago meeting was called by Mauro E. Schifino, president of the National Electronic Distributors Assn., and Frank J. Moch, executive director of the National Alliance of Television-Electronics Service Assns. The temporary chairman for the conference is S. I. Neiman, executive director of the Electronics Information Bureau, Chicago.

Invitations have been sent to some two dozen persons prominent in their fields of electronics. The categories include servicing, parts distribution, set manufacture, factory service, representation, set distribution, retailing, parts supply, technical publishing, sales management and specialized fields. Messrs. Schifino and Moch said the meeting will be the first among all segments of the industry from manufacturer to the consumer.

Technical topics...

Pocket check list ▪ Tower Construction Co., Sioux City, Iowa, is offering free a pocket-size check list for tower inspection and maintenance. The booklet explains what to look for and steps necessary to correct defects from weathering, storms and normal aging. Write Tower at 2700 Hawkeye Drive.

Sarnoff grants ▪ RCA has awarded David Sarnoff Fellowships to 10 company employes. The grants include full tuition and fees plus a book allowance, a stipend of $2,500 to $4,000 depending upon marital status, and $1,000 as an unrestricted gift to the university attended by the Fellow. Appointments are for one academic year.



now editing's easier than ever...
on SCOTCH® BRAND Live-Action Video Tape

Fast-moving technological advances, and the growth of creative talent trained to "think tape" is fast making video tape editing a matter of routine!

These recent editing developments have made "SCOTCH" BRAND Video Tape a really versatile medium for your commercials: The use of multiple cameras for instantaneous, on-the-spot editing . . . New improved, time-saving direct-cutting and splicing methods . . . Gen-lock mixing of film and tape, live and tape, etc. . . . and scene-by-scene, out-of-sequence shooting and editing such as the film producer has long wished for.

Other editing techniques permit one camera to shoot the whole commercial, scene by scene, in any order. Perfection of each scene is achieved, including the product "beauty shots" that require critical lighting and camera work. The best takes of all scenes are electronically edited onto "A" and "B" rolls. Rolls are then played back for mixing onto a final composite tape, with titles, wipes, and optical transitions interposed. This brings a new measure of control to the making of the commercial. Difficult product shots can be stored for later use. Scenes can be lifted to make different versions. Scenes can be shortened or lengthened, transposed or eliminated.

Today's advances in editing make even more attractive the other advantages of video tape. Playback is immediate, mistakes are remedied at once by retake. The picture is "live" in quality. Special effects are created electronically—no lab work or waiting. Next TV storyboard comes along, send it to your local tape house for an analysis and bid that will surprise you. Send for the new FREE brochure, "Techniques of Editing Video Tape." Minnesota Mining and Manufacturing Company, Box 3500, St. Paul 6, Minnesota.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

Inter-American group meets May 1-4

140 DELEGATES ALSO WILL ATTEND NAB CONVENTION

Broadcasters from both continents of the Western Hemisphere will meet in Washington May 5-7 at the convention of the Inter-American Assn. of Broadcasters. About 140 delegates are expected at IAAB meetings and the NAB convention May 7-10.

The IAAB directive council meets May 1-4 with the Ambassador Hotel as headquarters.

General assembly events open with a May 4 evening reception at the Pan-American Union with the Organization of American States as host. Dr. Josea Moral, OAS secretary-general, presides.

Assembly programming opens May 5 with an address by Dr. Raul Fontaina, Uruguay, IAAB president. Commissioner Rosel Hyde of the FCC will discuss hemispheric broadcast problems. All assembly sessions will be at the National Housing Center. General discussions are planned the afternoon of May 5, with a reception following at the State Dept.

Speakers May 6 include Donald W. Coyle, president of ABC International Television Inc., and Jinx Falkenberg (Mrs. Tex McCrary). Delegates join American broadcasters at a luncheon of the Assn. for Professional Broadcasting Education. The speaker will be Goar Mestre, whose CMQ radio-tv properties in Havana were seized by the Castro government.

The May 7 agenda includes discussion groups, winding up with a Cosmos Club banquet to be addressed by Robert W. Sarnoff, NBC board chairman.

Herbert E. Evans, president of Peoples Broadcasting Co., is NAB representative on IAAB and a member of the directive council.

Famous Players' profits drop

The annual report of Famous Players Canadian Corporation, Toronto, subsidiary of Paramount Pictures Inc., did not report on the earnings of its Trans-Canada Telemeter operation at Etobicoke, in suburban Toronto. The annual report showed that a decline in earnings was attributed to absorbing preliminary expenses and operating losses of the Telemeter system, which began operation in February 1960. It showed that operating results of CKCO-TV Kitchener, Ont., and CFCM-TV and CKMI-TV Quebec City, Que., were the best since the stations went on the air. Famous Players Canadian Corp. owns 50% in these three tv stations. The corporation also operates 298 theatres and 42 drive-in theatres in Canada out of 1,447 motion-picture theatres and 232 drive-in theatres in Canada. Net profit dropped about 17.7% to $1,857,251, equal to $1.07 per share.

VOA's role in Cuban crisis

Some hours after anti-Castro rebels landed on the beaches of Cuba, on April 17, cots were moved into the Spanish-language Latin American section of the Voice of America, in Washington. With their broadcast day increased from two hours (one hour of original material, one hour repeat) to 19, the section's 16 employes would have to catch their sleep between duties.

For five days the section broadcast news, commentary, features and music, and extensive coverage of the Cuban debate in the United Nations. It was VOA's most exhaustive effort in recent years to get the United States' message across to Latin America.

When the UN session ended Saturday, April 22, the special programming was cut back to 11 hours a day. This schedule was being maintained at week's end.

The news and commentaries stress official pronouncements. "Speculation," such as reports concerning the Central Intelligence Agency's role in the abortive invasion, is avoided, according to a VOA official.

The expansion of VOA Spanish-language broadcasts to Latin America has long been sought by some in Washington. Sen. Alexander Wiley (R-Wis.), ranking minority member of the Senate Foreign Relations Committee, has observed that the Soviet bloc broadcasts a total of 174 hours weekly to Latin America in both Spanish and Portugese. The Voice still isn't broadcasting in Portugese, Brazil's native tongue.

But in addition to its shortwave Spanish-language programs, the Voice normally broadcasts 8 hours and 45 minutes daily in English directly to Latin America. It also prepares Spanish-language program tapes for distribution to 1,500 radio stations in Latin America. These activities are continuing.

There was no indication at week's end how long the VOA will maintain its present schedule of Spanish-language broadcasts to Latin America. A spokesman indicated that the expanded schedule is temporary and that the number of hours "will be dropping down" as developments permit.

Britain to tax tv advertising

The British government last week announced it was assessing a 10% tax on television advertising, a move that has led to widespread protest among British admen.

Effective today (Monday), the new tax reportedly will produce revenue of $19.6 million this year and $23 million in the full calendar year. The new duty will be applied before agency commissions are deducted.

According to R. A. Bevan, president of the Institute of Practitioners in Advertising, it is not known whether the tax will be passed onto advertisers or absorbed by the program companies which produce tv programs and sell time to advertisers.

Mr. Bevan said, "We believe that this tax should properly be borne by the program companies themselves and not be passed on to industry." The program companies take the view that the tax should be passed on to the advertisers.

Chancellor Selwyn Lloyd, who made the original announcement in his budget message last week, said in a television interview that he assumed the tax would be passed on to consumers.

Bids for Wales tv area to be last in Britain

Applications for the commercial tv contract for west and northwest Wales have been invited by Sir Robert Fraser, director-general of the Independent Television Authority, the official transmitter-owning body which answers only to the Postmaster-General.

This will be the 13th and last contract under the present ITV system in Britain and is for an area with less than a half-million population.

Closing date for applications is May 19 and transmissions are expected to begin early in 1962.

TWW, commercial tv contractors for South Wales is almost certain to be among the applicants. Last August, soon after the creation of the last area was announced, TWW's chairman, Lord Derby, said his company would sponsor an application when the contract was advertised.

". . . To Serve with Vigor*
the Needs and Welfare of South Florida
and our Country . . ."

—from management creed announced when
WCKT took the air Sunday,
July 29, 1956

"Be it known that the George Foster Peabody Broadcasting Award has been presented to WCKT, Miami, Florida *for superior locally produced programming* with this citation."
April 18, 1961:

"*For Responsible Leadership and Public Service . . .*"

Chairman
of
Peabody Board

John E. Drewry

Dean of Henry W. Grady
School of Journalism,
University of Georgia

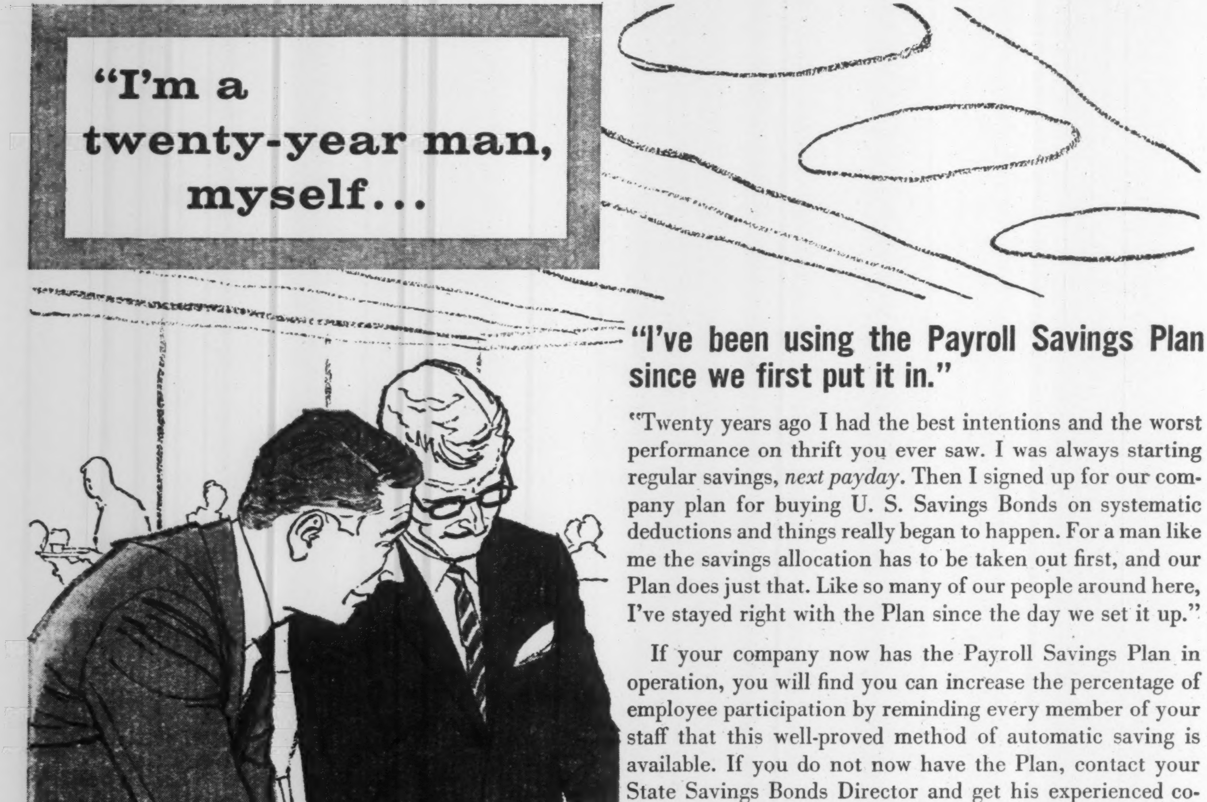
Gratefully Acknowledged by

BISCAYNE TELEVISION CORPORATION

WCKT

SEAL OF GOOD PRACTICE

WCKR-AM-FM



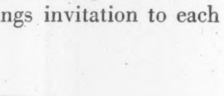
"I'm a twenty-year man, myself...

"I've been using the Payroll Savings Plan since we first put it in."

"Twenty years ago I had the best intentions and the worst performance on thrift you ever saw. I was always starting regular savings, *next payday*. Then I signed up for our company plan for buying U. S. Savings Bonds on systematic deductions and things really began to happen. For a man like me the savings allocation has to be taken out first, and our Plan does just that. Like so many of our people around here, I've stayed right with the Plan since the day we set it up."

If your company now has the Payroll Savings Plan in operation, you will find you can increase the percentage of employee participation by reminding every member of your staff that this well-proved method of automatic saving is available. If you do not now have the Plan, contact your State Savings Bonds Director and get his experienced cooperation in getting a Payroll Savings invitation to each employee.

NOW! U. S. SAVINGS BONDS EARN 3¾%



20th ANNIVERSARY 1941 1961

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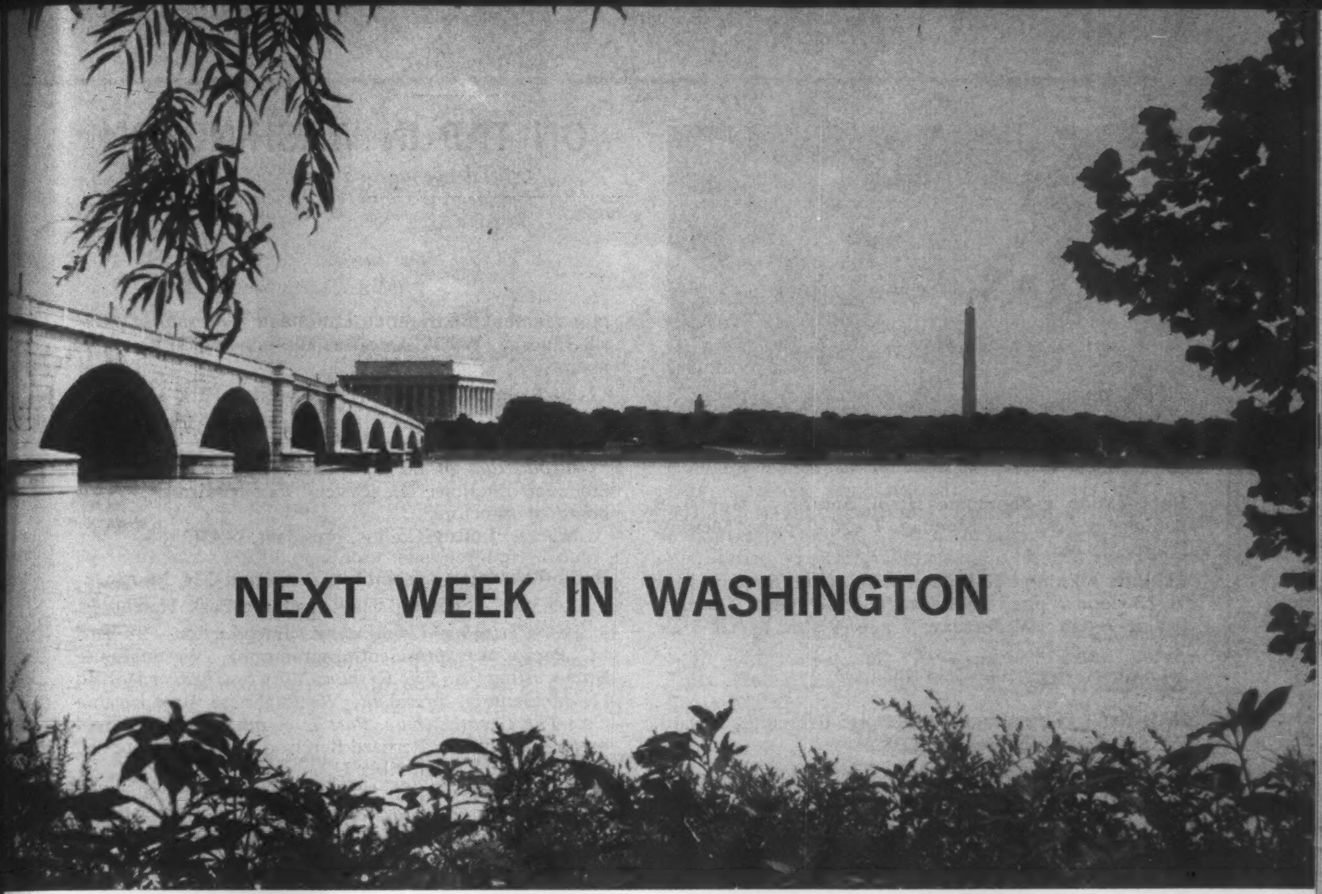
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ADVERTISING COUNCIL PUBLIC SERVICE

THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.



NEXT WEEK IN WASHINGTON

Advance report on people, places, events at NAB convention

NAB's 39th annual convention will be held May 7-10 in Washington, the control point for the new legislative and regulatory moves that are re-shaping American industry, particularly the broadcasting industry.

A series of important addresses by a group of speakers featuring President John F. Kennedy, FCC Chairman Newton N. Minow and the new NAB president, LeRoy Collins, will discuss what's wrong with broadcasting and what to do about it, with due attention to what's good in the industry.

The meetings will be divided around the Sheraton-Park and Shoreham Hotels. Exhibits are to be located in the lower level of the Shoreham, including garage space and a ballroom.

Satellite meetings and social events will get under way Friday, May 5 (see detailed schedule page 80). Two groups have scheduled Saturday meetings—National Assn. of Fm Broadcasters, a fast-growing association devoted to promotion of the fm medium, and Assn. for Professional Broadcasting Education.

NAFMB, headed by Fred Rabell, KITT (FM) San Diego, Calif., will conclude its program Sunday morning and join in the afternoon with NAB to stage an NAB Fm Day Program. Last year's FM Day program filled a large auditorium to the overflow point.

The NAB agenda includes a special feature—"What Young & Rubicam Has Discovered About Fm," presented by Raymond E. Jones Jr., and Dr. Frank Mayans Jr., of the agency. This will include a report on the biggest fm account in history, a Chrysler Corp. campaign.

Exhibits ▪ Equipment exhibits will open Sunday, May 7, at noon. The show will be the largest in NAB history. Tuesday afternoon has been left free for inspection of exhibits.

The separate Engineering Conference (see page 82) will open May 8, moving later in the morning into a general session with management-ownership delegates. This session is to be addressed by President John F. Kennedy.

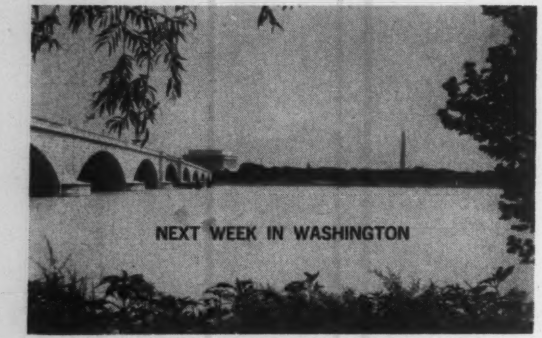
Two major awards will be presented at the convention. The NAB Distinguished Service Award will be given Judge Justin Miller, who headed the association in the 1945-51 period. Raymond F. Guy, NBC, will receive the annual NAB Engineering Award.

Co-chairmen of the NAB convention are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La. Other members of the convention committee are Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Odin S. Ramsland, KDAL Duluth, Minn.; W. D. Rogers, KDUB-TV Lubbock, Tex., and Jack S. Younts, WEEB Southern Pines, N.C.

Official, sidebar events page 78
'Where to find it' directory page 80
Technical papers, agenda page 82
Major displays at exhibits page 90
Registration: who'll attend page 110

ON TAP IN WASHINGTON

Official agenda and unofficial sessions. Engineering Conference agenda appears on page 82.



Registration ■ Shoreham Hotel, Saturday, May 6, 9 a.m.-5 p.m.; Sunday, Monday, 7 a.m.-7 p.m.; Tuesday, 9 a.m.-5 p.m.

Exhibits ■ Exhibit Hall, Shoreham Hotel, Sunday, May 7, 12 noon-7 p.m.; Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-7 p.m.; Wednesday, 9 a.m.-6 p.m.

SUNDAY, May 7

NAB Fm Day Program ■ *Presiding:* Everett L. Dillard, WASH (FM) Washington, D. C.

2:30-5 p.m. West Ballroom, Shoreham Hotel

The Changing Scene—(Time Waits For No Man!): John F. Meagher, vice president for radio, NAB; Mr. Dillard

Together We Stand: The Philadelphia Story—Raymond S. Green, WFLN-FM; The Kansas City Story—Chris Stolfa, KCMO-FM; The Houston Story—Dave Morris, KQUE-FM.

A Timely Decision—Why We Did What We Did When We Did It: Shirl K. Evans, Jr.—WFBM-FM Indianapolis.

The Multiplexities of Multiplexing: Mr. Dillard; Max Paglin, general counsel, FCC; Harold L. Kassens, chief, aural existing facilities branch, FCC; Ted Kenney, chief engineer, KDKA Pittsburgh; Douglas Anello, chief counsel, NAB; A. Prose Walker, manager of engineering, NAB; W. H. Beavbien, radio receiver dept., GE.

What Young & Rubicam Has Discovered About Fm: Raymond E. Jones Jr., coordinator, spot broadcast media; Dr. Frank Mayans Jr., vice president & associate director of research.

MONDAY, May 8

General Assembly ■ *Presiding:* Dwight W. Martin, WAFB-TV Baton Rouge, La. 1961 convention co-chairman.

10:30-11:45 a.m. Sheraton Hall, Sheraton-Park Hotel

Call to Order: LeRoy Collins, president, NAB.

Invocation: The Most Reverend Philip M. Hannan, Auxiliary Bishop of Washington. *Presentation of the Colors:* Joint Service Color Guard. *National Anthem:* U. S. Marine Band.

Welcome: Walter N. Tobriner, president, Board of Commissioners, District of Columbia.

Presentation of NAB Distinguished Service Award: To Justin Miller by Odin S. Ramsland, KDAL Duluth, Minn.; Chairman, 1961 Distinguished Service Award Committee.

The President of the United States

Management Conference Luncheon ■ *Presiding:* Merrill Lindsay, WSOY Decatur, Ill., convention co-chairman.

12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.

Invocation: The Reverend Edward L. R. Elson, D.D., National Presbyterian Church, Washington.

Introduction of the Speaker: Clair R. McCollough, Steinman Stations, Lancaster, Pa.; chairman, NAB board of directors.

Address: LeRoy Collins, president, NAB.

Radio-Television Assembly ■ *Presiding:* Mr. Martin.

2:45-5 p.m. Sheraton Hall, Sheraton-Park Hotel.

The Changing Community: Introduction—Richard M. Pack, vice president-programming, Westinghouse Broadcasting Co. *The Responsibility of Change:* Donald H. McGannon, president, Westinghouse Broadcasting Co.; *The Great Debate, Part 1:* A dramatization based on an essay by Dr. Bernard Berelson, director of applied social research, Columbia U.

From Our Town to Megatown: An examination of our changing communities by Miss Anne X. Alpern, attorney general of Pennsylvania; Dr. William Graham Cole, president, Lake Forest College; Dr. Frank Baxter, professor of English, U. of Southern California; Professor James A. (Dolf) Norton, professor of area development, Case Institute of Technology; Russell Lynes, managing editor, *Harper's Magazine.* Chairman: Frank Tooke, vice president, Westinghouse Broadcasting Co.

TUESDAY, May 9

Radio Assembly ■ *Presiding:* Mr. Meagher.

10 a.m.-12 noon Cotillion Room, Sheraton-Park Hotel.

Opening remarks: Thomas C. Bostic, KIMA Yakima, Wash.; chairman, NAB radio board of directors.

Speech: "Is There Too Much Good Humor on Radio?" David J. Mahoney, president, Good Humor Inc., New York City.

Presentation: Kevin B. Sweeney, president, Radio Advertising Bureau; Miles David, and Patrick Rheaume.

Television Assembly ■ *Presiding:* Charles H. Tower, NAB television vice president.

9:30 a.m.-12 noon Terrace Banquet Room, Shoreham Hotel.

Continental Breakfast

Tv Code Presentation: "Inside the Television Code"—E. K. Hartenbower, chairman, Tv Code Review Board; Edward H. Bronson, director television code affairs; Stockton Helffrich, director television code office, New York; Frank Morris, assistant director television code affairs, Hollywood. Representative Film Clips.

The Tv Business Session: (Closed)

Television Board Elections: Presiding — LeRoy Collins.

Music Licensing: Hamilton Shea, WSVA-TV Harrisonburg, Va.; chairman, all-industry television station music license committee.

Management Conference Luncheon ▪ *Presiding:* Mr. Martin.

12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.

Invocation: Rabbi Henry Segal, B'Nai Israel Congregation, Washington.

Address: Newton N. Minow, chairman, FCC.

2-5 p.m. No scheduled sessions.

5:30 p.m. Sheraton Hall, Sheraton-Park Hotel.

NAB Government Reception

WEDNESDAY, May 10

Labor Clinic ▪ (Closed session) *Presiding:* Ward L. Quaal, WGN Chicago; chairman, NAB Labor Advisory Committee. Participants: Frank O'Connell, Olin Mathieson Chemical Corp., New York; Richard Freund, ABC; Mr. Quaal; James H. Hulbert, NAB; David L. Doughty, NAB.

9-10:15 a.m. Cotillion Room, Sheraton-Park Hotel.

General Assembly ▪ (Management and Engineering conferences). *Presiding:* Mr. Martin.

10:30-11:45 a.m. Sheraton Hall, Sheraton-Park Hotel.

Panel Discussion, members of FCC: Newton N. Minow, chairman; Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross. Moderator: Mr. McCollough.

Management Conference Luncheon ▪ *Presiding:* Mr. Lindsay. *Invocation:* Very Reverend Francis B. Sayre Jr., Dean, Washington Cathedral.

12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.

Address: Abraham A. Ribicoff, Secretary, Health, Education and Welfare.

Annual NAB Business Session

Radio Assembly

2:30-5 p.m. Cotillion Room, Sheraton-Park Hotel.

A New Era in Radio Programming: Robert F. Hurleigh, president, MBS; Robert W. Whitney, executive vice president, Mars Broadcasting Inc., Stamford, Conn.

The Radio Code—Who Needs It?: Cliff Gill, KEZY Anaheim, Calif.; Allan Bachman, National Better Business Bureau, New York; Leonard Matthews, Leo Burnett Co., Chicago; Adam Young, Adam Young Inc., New York; Robert M. Booth Jr., president, Federal Communications Bar Assn.; Charles M. Stone, NAB; Members of NAB Radio Code Board.

Television Assembly ▪ *Presiding:* Mr. Tower.

2:30-5 p.m. Terrace Banquet Room, Shoreham Hotel.

Satellites and International Television: Jean Felker, AT&T.

First International Assembly, ATAS: Ed Sullivan.

Television Information Office Presentation: "The Public Interest, Convenience and Necessity"—Introduction: Willard E. Walbridge, KTRK-TV Houston, member, Television Information Committee; Louis Hausman, director, TIO; Roy Danish, assistant director, TIO.

Television Bureau of Advertising Presentation: "New Ways of Selling Television"—Norman E. Cash, president; William MacRae, director of station relations.

Annual Convention Banquet

7:30 p.m. Sheraton Hall, Sheraton-Park Hotel.

Other related meetings

Inter-American Assn. of Broadcasters. May 2-4, meeting of board of directors, District Room, Mayflower Hotel. May 5-8, assembly and convention, National Housing Center (1625 L St., N.W.). Starting with the official opening of the NAB convention on Monday, May 8, the delegates to the meetings of IAAB will attend NAB sessions.

FRIDAY, May 5

4-11 p.m. **Assn. for Professional Broadcasting Education,** board of directors meeting. North Room, Shoreham. 6-7:30 p.m. board of directors dinner. Tamerlane Room, Shoreham.

SATURDAY, May 6

9 a.m.-9:30 p.m. **Assn. for Professional Broadcasting Education,** membership meeting. North Room, Shoreham. 12 noon. Luncheon. 5:7 p.m. Reception.

9:30 a.m.-5 p.m. **National Assn. of Fm Broadcasters,** membership meeting. West Ballroom, Shoreham. 1 p.m. board of directors luncheon. Green Room, Shoreham.

SUNDAY, May 7

9:30 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters,** membership meeting. Palladian Room, Shoreham.

9:30 a.m.-1 p.m. **National Assn. of Fm Broadcasters,** membership meeting. West Ballroom, Shoreham.

10 a.m.-1 p.m. **ABC Radio Affiliates,** meeting. Burgundy Room, Sheraton-Park.

12 noon-2 p.m. **NBC-TV Affiliates,** meeting. Cotillon Room, Sheraton-Park.

2-5 p.m. **ABC-TV Affiliates,** presentation. Sheraton Hall, Sheraton-Park.

12:30 p.m. **NAB Television Code Review Board,** luncheon. South Room, Shoreham.

2:30 p.m. **Broadcast Pioneers,** membership meeting. West Burgundy Room, Sheraton-Park.

4-6 p.m. **Clear Channel Broadcasting Service,** membership meeting. Hamilton Room, Sheraton-Park.

4-6 p.m. **Community Broadcasters Assn.,** meeting. Tamerlane Room, Shoreham.

5-9 p.m. **Indiana Broadcasters Assn.,** dinner. Continental Room, Sheraton-Park.

5:30-7:30 p.m. **ABC Reception.** Sheraton Hall, Sheraton-Park.

MONDAY, May 8

8 a.m. **NBC Radio Affiliates Executive Committee,** breakfast. Assembly Room, Sheraton-Park.

8:15 a.m. **Tv Stations Inc.,** membership breakfast. Continental Room, Sheraton-Park.

8:30 a.m. **Assn. of Maximum Service Telecasters,** board of directors breakfast. Club Room, Shoreham.

8:30 a.m. **Daytime Broadcasters Assn.,** membership breakfast. Tamerlane Room, Shoreham.

TUESDAY, May 9

8 a.m. **Quality Radio Group,** breakfast. Hamilton Room, Sheraton-Park.

8 a.m. **Wisconsin Broadcasters Assn.,** breakfast. Club Room, Shoreham.

7:30 p.m. **Broadcast Pioneers,** banquet. Cotillion Room, Sheraton-Park.

WEDNESDAY, May 10

8 a.m. **Society of Television Pioneers,** breakfast. West Burgundy Room, Sheraton-Park.

WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobby Exhibition Hall at the Shoreham Hotel during the NAB Washington convention. Exhibit space and/or the hospitality suites assigned as of April 27 in the Shoreham, Sheraton-Park and other Washington hotels are shown.

Large directory boards in the Shoreham (SH) and Sheraton-Park (SP) lobbies will show associate members' suites.

NAB CONVENTION OFFICES

Convention Manager Everett E. Revercomb, secretary-treasurer	(SH) F-1010
Convention Program Howard H. Bell, vice president for industry affairs	(SH) F-1012
Engineering Conference A. Prose Walker, manager	(SH) F-1009
Convention Exhibits George E. Gayou, exhibit manager Edward L. Gayou, asst. exhibit manager	(SH) Exhibit Hall
Registration Desk William L. Walker, asst. treasurer	(SH) Lobby
Convention News John M. Couric, manager of public relations	(SH) F-1014-1016

NAB STAFF OFFICES

Radio John F. Meagher, vice president	(SH) F-1020
Radio Code Charles M. Stone, director	(SH) F-1020
Television Charles H. Tower, vice president	(SH) F-1019
Television Code Affairs Edward H. Bronson, director	(SH) F-1019
Government Relations Vincent T. Wasilewski, vice president	(SH) F-1018
Broadcast Personnel and Economics James H. Hulbert, manager	(SH) F-1011
Legal Douglas A. Anello, chief counsel	(SH) F-1018
Research Richard M. Allerton, manager	(SH) F-1011
Station Relations William Carlisle, manager	(SH) Lobby
Inter-American Association of Broadcasters Herbert Evans, Representative to IAAB	(SH) F-1021
Newsroom John M. Couric, manager of public relations; Milton E. Magruder, assistant manager; Arthur D. Stamler, audio-visual assistant.	(SH) F-1013-1015

EQUIPMENT MANUFACTURERS

Adler Electronics	(SH) Space 26
Albion Optical Co.	Unassigned
Alford Mfg. Co.	(SH) Space 17
Alto Fonic Tape Service	(SH) Space 41
Ampex Professional Products Co.	(SH) Space 28
Audiomation Laboratories	(SH) Space 37
Automatic Tape Control	(SH) Space 6
Bauer Electronics	(SH) Space 7-A
Bell & Howell	Unassigned
Bogen-Presto Div., Siegler Corp.	Unassigned
Broadcast Electronics	Unassigned
Caterpillar Tractor Co.	Unassigned
Cellomatic Equipment Corp.	(SH) A-701
Century Lighting	(SH) Space 6-A
Chrono-Log Corp.	(SH) Space 10-A
Collins Radio Co.	(SH) E-300
Conrac Div. Giannini Controls	(SH) Space 28-A
Continental Electronic Mfg. Co.	(SH) Space 16
Continental Mfg. Inc.	(SH) G-200
Dage Div., Thompson Ramo Woolridge	Unassigned
Dresser-Ideco Co.	(SH) B-700
Dynair Electronics	(SH) Space 37-C
Eastman Kodak Co.	Unassigned
Ecco-Fonic Inc.	(SH) C-204
EMI/US Ltd.	(SH) F-107
Electronic Applications	(SH) Space 43
Fairchild Camera & Instrument	(SH) Spaces 46-7
Fisher Radio Corp.	(SH) Space 34
Foto-Video Electronics	(SH) Space 2
Gates Radio Co.	(SH) E-100
General Electric Co.	(SH) G-600
General Electronic Labs.	(SH) D-404-6
Gotham Audio Corp.	(SP) B-223-5
GPL Division—General Precision	Unassigned
Graham Sales Co.	(SH) Space 25-A
Hughey & Phillips	(SH) E-209
Independent Television Corp.	Unassigned
International Business Machines	(SH) Space 37-A
ITA Electronics Corp.	(SH) G-309
Kahn Research Labs.	Space 44
Kliegl Bros. Universal Electric Stage Lighting Co.	(SH) Space 19
Kline Iron & Steel Co.	(SH) G-409
MacKenzie Electronics Inc.	(SH) Space 25
Lumitron Div., Metropolitan Electric Mfg. Co.	(SH) Space 25
M & H Engineering Co.	Unassigned
Magne-Tronics	(SH) E-709
Minneapolis-Honeywell Regulator	(SH) Space 45
Minnesota Mining & Mfg. Co.	(SH) Space 22
Miratel Electronics	(SH) Space 33
Mitchell Vinten Inc.	Unassigned
Moseley Assoc.	Unassigned
Orr Industries	Unassigned
Radio Corp. of America	(SH) G-100
Raytheon Co.	(SH) D-500
Schafer Custom Engineering	(SH) C-404
Shaler Aitken Communications	Unassigned
Sony Corp. of America	(SH) Space 36
Stainless Inc.	(SP) M-490-2
Standard Electronics Div., Reeves Instrument Corp.	(SH) E-800
Sarkes Tarzian Inc.	(SH) D-802
Tektronix Inc.	(SH) Space 28-B
Telechrome Mfg. Corp.	(SH) Space 35
Telecontrol Corp.	(SH) Space 3
TelePrompTer Corp.	Mayflower
Telescript-CSP Inc.	(SH) Space 32
Television Speciality Co.	(SH) Space 39
Television Zoomar Corp.	(SH) Space ....
Tower Construction Co.	(SH) Space 42
Trans-Lux Television Corp.	(SH) C-304
Utility Tower Co.	Statler-Hilton
Visual Electronics Corp.	(SH) G-609
Vitro Electronics	(SP) B-523-5
Westrex Corp.	(SH) Space 35-C, D

NETWORKS

ABC Radio	(SP) B-220
ABC-TV	(SP) B-720
CBS Radio	(SH) C-500
CBS-TV	(SH) C-600
Keystone Broadcasting System	(SP) D-700-02
Mutual	(SP) E-420
NBC Radio & NBC-TV	(SP) B-320

PROGRAM SERVICES

ABC Films	(SP) B-620
M & A Alexander Productions	(SH) D-702
Jim Ameche Productions	(SH) Space 40
AT&T	Unassigned
Bonded TV Film Service	Unassigned
California National Productions	(SP)
CBS Films	(SH) B 600
Community Club Services	Mayflower
Futursonic Productions	Statler Hilton
Harry S. Goodman Productions	(SP) A-211-15
Jayark Films Corp.	(SH)
King Features Syndicate Tv	Unassigned
Lang-Worth Feature Programs	(SH) G-509
Magna-Tronics Inc.	(SH) E-709
Mars Broadcasting	Unassigned
MCA-TV Ltd.	(SP) E-220-22
MGM-TV	(SP) C-540
Modern Broadcasting	Unassigned
Modern Talking Picture Service	Statler Hilton
Official Films	(SP)
Pams Productions	(SP) B-623-5
Profit Programming	(SP) A-406-8
Programatic Broadcasting Service	(SP) B-423-5
RCA Recorded Program Services	(SH) D-204-6
Record Source	(SP) M-589-91
Screen Gems	(SP) C-440
SESAC Inc.	(SP) B-520-22
Seven Arts Assoc. Corp.	(SP) C-240
Sterling Television	Sheraton Carlton
Telescript-CSP	Unassigned
Television Personalities	(SH) C-504
Richard H. Ullman, Inc.	(SH) C-103
United Press Movietone	(SP) A-200
Videotape Productions of N. Y.	Unassigned
World Broadcasting System	(SP) M-689-91
Ziv-United Artists	(SP) C-340

RESEARCH ORGANIZATIONS

American Research Bureau	(SH) A-702
The Pulse Inc.	(SP) F-140-41
A. C. Nielsen Co.	(SP) A-100

STATION REPRESENTATIVES

Am Radio Sales	Jefferson
Avery-Knodel	(SP) E-426-8
Elisabeth M. Beckjorden	(SH)
Charles Bernard; The Country Music Network	Mayflower
John Blair & Co. Blair-Tv Blair Television Assoc.	Hotel Washington 205-6-7
Bolling Co.	(SP) A 500
Branham Co.	Mayflower
Broadcast Time Sales	Willard
CBS Radio Spot Sales	Unassigned
CBS Television Spot Sales	Statler
Henry I. Christal	(SP) M-458-60
Robert E. Eastman	DuPont Plaza
Everett-McKinney	(SH)
Forjoe & Co., Forjoe-Tv	Unassigned
Gill-Perna	(SP) E-320-22
Harrington, Righter & Parsons	(SH) E-700
George P. Hollingbery	(SP) F-340-41
Hal Holman	(SH) A-601
H-R Representatives	Sheraton Carlton
The Katz Agency	(SP) E-520-22
Robert Kerr Organization	(SP) A-111-15
Jack Masla & Co.	Statler-Hilton
Meeker Co.	(SP) E-620-22
Art Moore & Assoc.	Unassigned
John E. Pearson Co., John E. Pearson Television	Hay Adams
Peters, Griffin, Woodward	Mayflower
Edward Petry & Co.	(SH) C-100
Radio TV Representatives	(SP) D-600-2
Paul H. Raymer Co.	Sheraton Carlton
Spot Time Sales	DuPont Plaza
Television Adv. Reps.	Unassigned
Tv Stations Inc.	(SH) A-502
Venard, Rintoul & McConnell	(SP) M-489-91
Grant Webb & Co.	Unassigned
Weed & Co.	Mayflower
Adam Young Inc.	(SP) C-140
Young Television Corp.	(SP) C-140

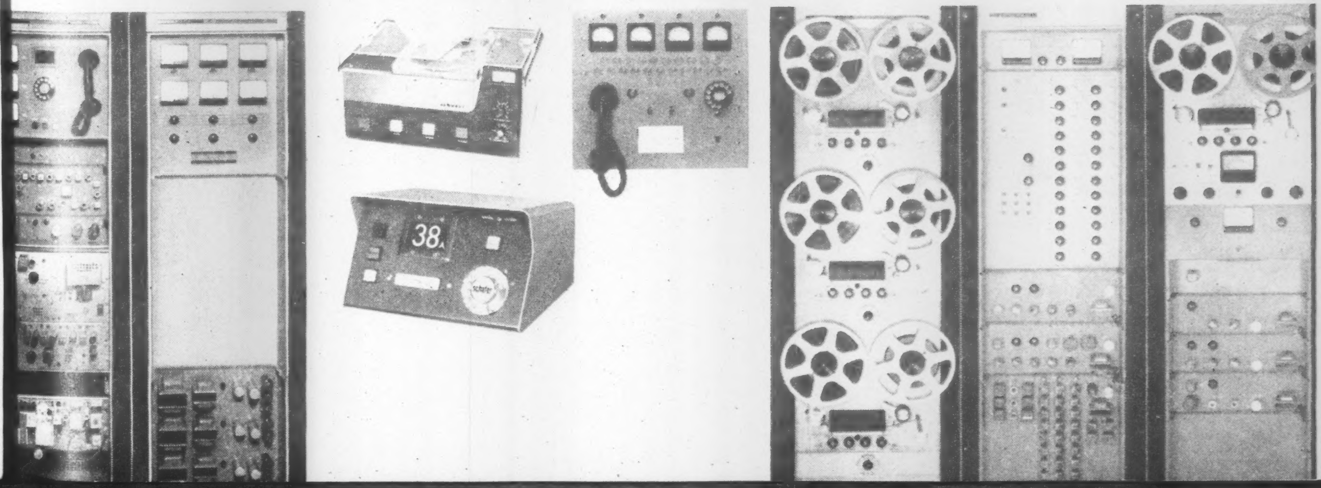
MISCELLANEOUS

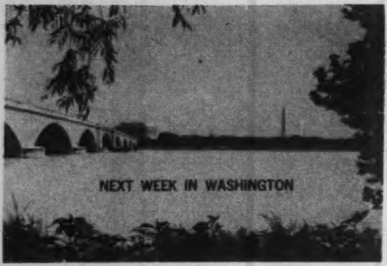
Advertising Age	(SP) D-200
Advertising News of New York	Unassigned
Associated Press	(SP) Franklin Room
Billboard	Unassigned
Broadcast Advertisers Reports	(SP) M-658-60
Broadcast Engineering	Unassigned
Broadcasters Promotion Assn.	(SP) E-330-2
BROADCASTING Magazine	(SP) Madison Room
International Electronics	Unassigned
Media/Scope	Unassigned
Printers' Ink	Unassigned
Radio Advertising Bureau	Unassigned
Radio-Television Daily	(SH) D-400
Sponsor and U. S. Radio	(SH) G-803
Standard Rate & Data Service	(SP) E-120-22
Telefilm Magazine	Unassigned
Television Age	(SP) E-526-8
Television Bureau of Advertising	Unassigned
Television Information Office	(SP) A-511-15
Television Magazine	(SP) Madison Room
TV Guide-TV Digest	(SP) D-706-8
U. S. Army	(SH) Lobby
Variety	(SH) B-300

AUTOMATED 5 + 1

PLAYING CONTINUOUSLY AT THE NAB CONVENTION, MAY 7-10 The sweetest sounds from Debussy to Dixieland, including the tinkle of profits in the till, come from stations using Schafer's "Automated 5 + 1." You can: 1. press the button that starts fast paced precision programming for a full 24 hour day at the Schafer display, SCHAFER MODEL 1200, BROADCAST AUTOMATION SYSTEM; or 2. dial a spot on the new SCHAFER SPOTTER S-200A; or 3. try the "Grand Prix" quality of the newly designed, precision machined SCHAFER CARTRIDGE RECORDER 3000; or 4. test tried and true SCHAFER REMOTE CONTROL SYSTEM 400-R; or 5. consider the exciting possibilities of Schafer's 950-MC MULTI-CHANNEL MICROWAVE SYSTEM, with complete remote control system built-in; or "PLUS 1" see debut of the new MODEL 600, MINIMUM COST BROADCAST AUTOMATION SYSTEM, made possible by Schafer's long experience in the station automation field. Broadcast automation has come of age to bring a new era of profitable station operation and the Schafer "Automated 5, plus 1" is the hot combination, the one full line of equipment, to answer your special requirements. If you cannot see us at the convention, write today to Schafer Custom Engineering Division of Textron Electronics Inc., 235 South 3rd Street, Burbank, California. Dir. Dial: 213-TH-53561

FAX: RLJ





TECHNICAL PAPERS

Engineering delegates to the NAB Washington convention May 7-10 will be given an insight into technical developments of the future as well as more immediate progress in the field. Several hundred technical executives will take part in the 15th annual NAB Broadcasting Engineering Conference.

Conference sessions will be held in the Shoreham Hotel. The technical delegates will join with ownership-management delegates at Monday and Wednesday morning general sessions. They will hear NAB's new president, LeRoy Collins, at their own opening meeting Monday, listen to a review of equipment exhibits and then take part in the formal opening of the main convention. Wednesday morning they will join in the annual FCC roundtable.

Virgil Duncan, WRAL-AM-FM-TV Raleigh, N. C., is chairman of the NAB Engineering Conference Committee in charge of technical sessions. Working with him are A. Prose Walker, who retires as NAB engineering manager after the convention to join Collins Radio Co., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill., NAB board liaison.

Other members of the committee are J. D. Bloom, WWL-AM-TV New Orleans; Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., who will give the Monday equipment review; William S. Duttera, NBC; Leslie S. Learned, MBS; Frank Marx, ABC; James D. Parker, CBS; Jack Petrik, KETV (TV) Omaha, Neb., and Benjamin E. Windle, WCLT-AM-FM Newark, Ohio.

VOA ▪ Henry Loomis, director of the Voice of America, will speak at the Monday engineering luncheon. The afternoon program includes a technical discussion of the VOA operation plus papers on semi-conductor, high-voltage power supplies for transmitters, inter-office communications, and transistorized studio equipment. A feature will be a discussion of FCC renewal inspections by George S. Turner, chief, field engineering-monitoring bureau, FCC. He will detail the method followed by FCC inspectors in checking up on technical operations.

Separate radio and tv sessions will be held Tuesday morning. Fm problems will be given close attention on the radio program, reflecting the growing importance of this medium. The tv agenda goes into new color techniques and progress in automation, as well as the development of an 8mm magnetic sound camera and projector for television.

The Tuesday luncheon speaker will be Maj. Gen. J. B. Medaris (ret.), president of Lionel Corp. There will be no afternoon program, the period being left open for inspection of exhibits.

The Wednesday luncheon features presentation of the annual NAB Engineering Award to Raymond F. Guy, NBC. Speaker will be Dr. Edward Teller, Lawrence Radiation Lab., U. of California.

The final afternoon includes papers on program switching, fire-prevention tips, vhf translators, global satellite communications and experience in remote control operation of am plants.

Monday, May 8

9 a.m.—West Ballroom, Shoreham Hotel

Presiding: A. Prose Walker, manager of engineering, NAB.

Session coordinator: Warren L. Braun, assistant general manager & director of engineering, WSVA-AM-FM-TV Harrisonburg, Va.

Opening of Engineering Conference—LeRoy Collins, president, NAB.

9:15-10 a.m.

"Review of Equipment Exhibits," *by* Virgil Duncan, *chief engineer, WRAL-AM-FM-TV Raleigh, N. C.*

Mr. Duncan

The exhibit halls are the focal points for the showing of all the various types of technical equipment available to the broadcast industry. This paper will provide a capsule summary of the products on display, and was prepared as an aid in touring the exhibits.

2:30 p.m.—West Ballroom, Shoreham Hotel.

Presiding: George W. Bartlett, assistant manager of engineering, NAB.

Session Coordinator: Benjamin E. Windle, chief engineer, WCLT-AM-FM Newark, Ohio.

2:30-2:55 p.m.

"The Technical System of the Voice of America," *by* George Jacobs, *chief, frequency division, broadcasting service,* and Edgar T. Martin, *engineering manager, Voice of America* (to be presented by Mr. Jacobs).

The Voice of America, the international broadcasting service of the U. S. Information Agency, speaks for America in more than 36 languages to a worldwide audience. This paper discusses development of this technical system and problems encountered since its wartime inception.

3-3:25 p.m.

"Semi-Conductor High Voltage Power Supplies for Transmitters," *by* Robert Morris, *engineering department, ABC.*

Mr. Morris

Semi-conductor rectifiers used in the plate supplies of transmitters have demonstrated increased rectifier efficiency and reliability. Problems encountered in the design of semi-conductor plate supplies are discussed. These include rectifier selection, adequate surge protection, inverse voltage distribution and corona suppression.

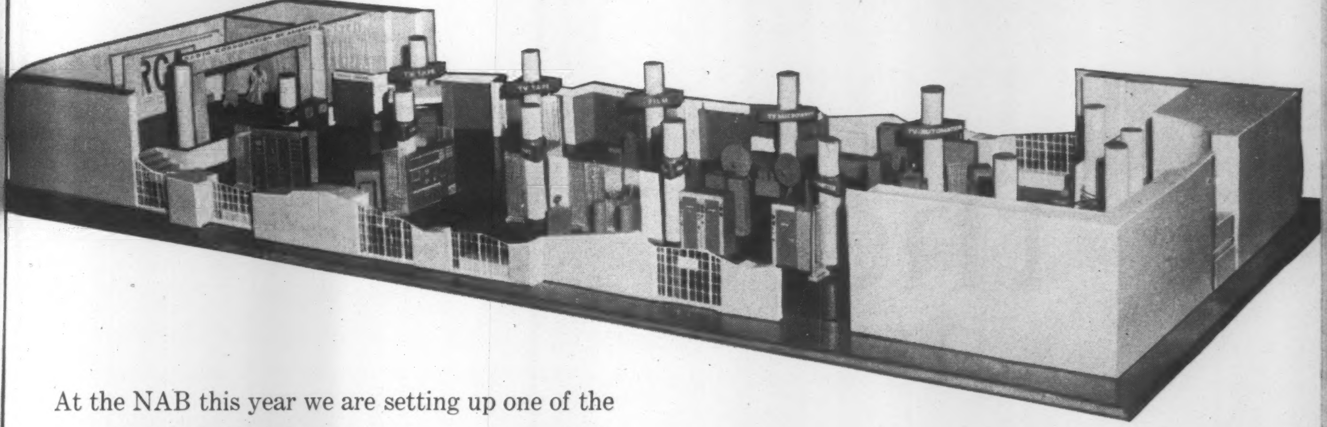
3:30-3:55 p.m.

"Communication of Engineering Information Between Operating Technicians, Maintenance Technicians and Supervisors," *by* George Hixenbaugh, *chief engineer, WMT Stations, Cedar Rapids, Iowa.*

Mr. Hixenbaugh

Days off, shift rotations and vacations make it difficult for supervisory employees to communicate routine maintenance, new equipment modifications, and impor-

We've taken over the Ballroom at the NAB!


RCA
TV TAPE
TV TAPE
FILM
TV AUTOMATION
TV AUTOMATION

Scale Model of 1961 RCA Ballroom Exhibit

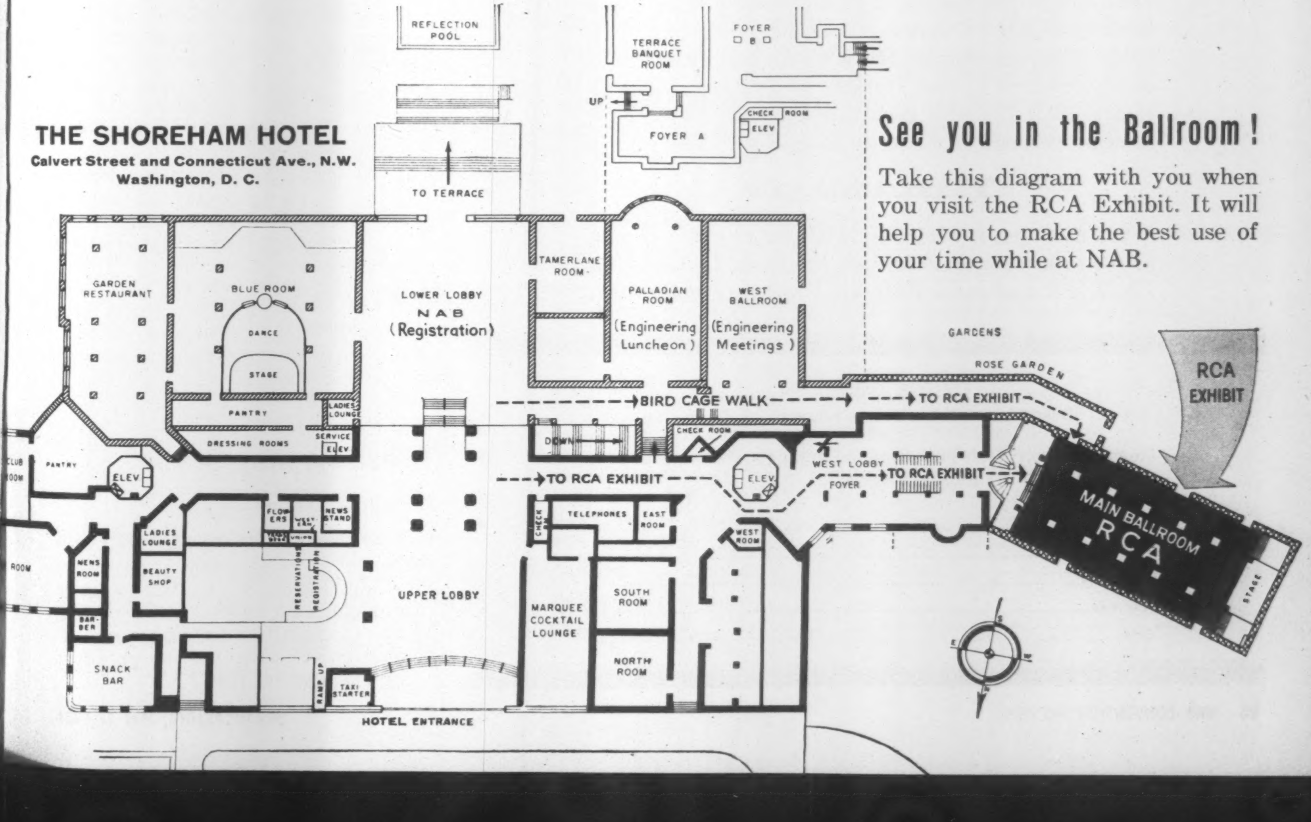
At the NAB this year we are setting up one of the most unusual displays RCA has ever assembled. And because we have so much to show you and want you to see it all in the greatest comfort, we have taken over the entire Main Ballroom of the Shoreham Hotel. Here you can inspect our line-up of new Broadcast and Television equipment and see first hand our latest business-slanted developments. We're hoping you'll have a ball—and what better place than the Ballroom to have it!

The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

THE SHOREHAM HOTEL
Calvert Street and Connecticut Ave., N.W.
Washington, D. C.

See you in the Ballroom!

Take this diagram with you when you visit the RCA Exhibit. It will help you to make the best use of your time while at NAB.


REFLECTION POOL
TERRACE BANQUET ROOM
FOYER B
UP
CHECK ROOM
ELEV
FOYER A
TO TERRACE
GARDEN RESTAURANT
BLUE ROOM
DANCE
STAGE
PANTRY
LADIES LOUNGE
DRESSING ROOMS
SERVICE ELEV
LOWER LOBBY
NAB
(Registration)
TAMERLANE ROOM
PALLADIAN ROOM
(Engineering Luncheon)
WEST BALLROOM
(Engineering Meetings)
GARDENS
ROSE GARDEN
RCA EXHIBIT
BIRD CAGE WALK
TO RCA EXHIBIT
DOWN
CHECK ROOM
CLUB ROOM
PANTRY
ELEV
TO RCA EXHIBIT
ELEV
WEST LOBBY
FOYER
TO RCA EXHIBIT
MAIN BALLROOM
RCA
STAGE
FLOWERS
WESTERN
NEWS STAND
UNION
LADIES LOUNGE
ROOM
MENS ROOM
BEAUTY SHOP
RESERVATIONS
REGISTRATION
CHECK
TELEPHONES
EAST ROOM
WEST ROOM
BARBER
UPPER LOBBY
MARQUEE COCKTAIL LOUNGE
SOUTH ROOM
NORTH ROOM
SNACK BAR
RAMP UP
TAXI STARTER
HOTEL ENTRANCE
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EMI/US

Introduces Video Recording
Tape at NAB Booth 35

Now you've got freedom of selection in television recording tape — with the introduction of consistent, flawless Emitape. Developed by EMI Ltd., Great Britain — manufacturer of the world's first public TV system (in regular service by BBC in 1936). Proven in tens of thousands of hours of actual telecasting, Emitape is now available in the U.S. exclusively through EMI/US, with immediate availability through 28 strategic locations from coast to coast.

Emitape

If you don't get to the NAB show, let us send our part of the show to you . . . complete detailed literature on EMITAPE and other EMI/US broadcast equipment.

EMI/US Department A
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Please send complete literature on Emitape and other products of the EMI/US Broadcast Division.

Name__________
Title__________
Company__________
Address__________
City__________ Zone_____ State__________

tant technical information to all technicians quickly and effectively. This paper describes how one station solved the problem in a simple manner by having the technicians perform the communication task.

4-4:25 p.m.

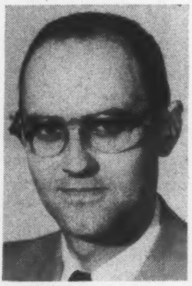
"FCC Broadcast Station Renewal Inspections" *by* GEORGE S. TURNER, *chief, Field Engineering & Monitoring Bureau, FCC.*

Mr. Turner

The inspection of broadcast stations since its inception has been a principal means of regulating and insuring the proficiency of operation. This paper describes in considerable detail the commission's renewal-type inspection program by the Field Engineering & Monitoring Bureau. Examples are included of technical deficiencies being uncovered and areas where improvement is indicated.

4:30-5 p.m.

"The Effect of Transistorization on Broadcast Studio Equipment Design," *by* JOHN WENTWORTH, *manager, educational electronics, broadcast and television division, RCA.*



Mr. Wentworth

This paper offers a systematic review of some of the major design trends in transistorized broadcast studio equipment. Modularized, plug-in construction is described as a logical means of exploiting the small size and reduced heat dissipation of transistors. Examples of both etched-wiring and terminal-board mounting techniques are discussed.

Tuesday, May 9

Technical Session—Radio

9:30 a.m.—West Ballroom, Shoreham Hotel.

Presiding: LESLIE S. LEARNED, director of engineering, MBS.

Session Coordinator: CLURE OWEN, administrative assistant to vice president for engineering, ABC.

9:30-9:55 a.m.

"The Effect of SWR on Cross Modulation of Fm Multiplex Signals" *by* A. H. Bott, *broadcast engineering section, RCA*.

Mr. Bott

This paper describes some recent work to determine the effect of the standing-wave ratio on cross-talk between fm multiplexed channels. Included in the discussion will be a number of curves and numerical data which will corroborate the conclusions reached by the author.

10-10:25 a.m.

"Power Dividers For Directional Antenna Systems" *by* R. S. Bush, *Engineering Department, Gates Radio Co.*

Mr. Bush

One of the integral functions of the antenna phasing unit is the power dividing circuit. This paper will discuss such matters as pertinent requirements, range of input impedance and its effect on power division and standing waves. Adjustability, efficiency, bandwidth and economy also will be discussed. The matching network is considered in detail.

10:30-10:55 a.m.

"Problems Encountered in Mounting Fm Antennas on Various Types of Supporting Structures" *by* William A. Kennedy, *antenna department, Collins Radio Co.* and John B. Caraway, *president, Electronics Research Inc.* (*To be presented by Mr. Kennedy*).

Mr. Kennedy

This paper discusses the patterns and effects resulting from positioning various types of fm antennas on supporting structures which vary in size and structural design. The paper covers only the effects of the supporting structure on the pattern of the antenna as measured.

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the **EMI/US** cameras at NAB and you'll see...

the 201 Vidicon for broadcast use operate without a cameraman! **the 203 4½" Image Orthicon** (with exclusive 5 position turret) produce noise-free pictures under lowest-key lighting conditions! **the 204 Color Vidicon** produce life-like color pictures under normal studio-lighting conditions!

TV cameras by EMI, Ltd., Great Britain — developers of the world's first public TV system, in regular service by the BBC in 1936! Now marketed in the U.S. exclusively by EMI/US, with immediate sales and technical service from coast to coast. A complete line of superb broadcast equipment including Emitape for video recording.

See EMI/US at NAB Booth 35A... or write for complete details.

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Please send complete literature on the following:

☐ 201 Vidicon Camera
☐ 203 4½" Image Orthicon Camera
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☐ Emitape for Video Recording

Name ____________
Title ____________
Company ____________
Address ____________
City ____________ Zone ______ State ____________

11-11:25 a.m.

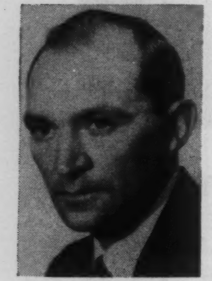
"Interesting Aspects of Acoustical Design & Practical Improvements in Studio Characteristics" *by* WARREN L. BRAUN, *assistant general manager & director of engineering, WSVA-AM-FM-TV Harrisonburg, Va.*

Mr. Braun

The increased emphasis on high-fidelity transmission has brought about a renewed interest in the design and construction of studio facilities. This paper will review the current knowledge and practice relating to acoustical treatment of studios, including practical examples of how to accomplish superior acoustical control.

11:30 a.m.-12 noon

"Practical Fm Broadcast Engineering" *by* BERNARD WISE, *president, ITA Electronics Corp.*


Mr. Wise

Many broadcasters are unfamiliar with the unique technical characteristics associated with fm. This paper will discuss effective radiated powers, antenna gain, antenna patterns, fm antenna installation, fm multiplex, transmission line problems, and finally, the evaluation of system performance on the regular program and subsidiary service channels.

Technical Session—Television
9 a.m.—Park Room.

Presiding: J. D. BLOOM, chief engineer, WWL-AM-TV New Orleans.

Session Coordinator: JACK PETRIK, chief engineer, KETV (TV) Omaha, Neb.

9-9:25 a.m.

"The Use of Color Field Redundancy for the Simplification of Color Television Transmission Systems," *by* PROF. WILLIAM L. HUGHES, *Iowa State U.*

Prof. Hughes

A new compatible color television pickup system is discussed. The system would reduce the cost of live and film color cameras by allowing the standard black and white studio and film facilities to be simply and inexpensively adapted for color pickup. The proposed method would permit the use of present switching equipment with slight changes.

9:30-9:55 a.m.

"A Progress Report on Automation at NBC" *by* RICHARD H. EDMONDSON, *administrator, automation program coordination, RCA.*

Automation of the program assembly function is one of the most promising approaches to cost reduction in the operation of a tv station. Developments along this line have reached a practical stage and have been installed in existing stations. This paper will review the progress of the automation program at NBC.

10-10:25 a.m.

"The 20 Millimicrosecond D.C. Pulser —the Transistorized Video Distribution Amplifier," (2 short papers) *by* BEN WOLFE, *chief engineer, WJZ-TV, Baltimore.*

Mr. Wolfe

The method of pulsing a transmission line is well-known. The 20 millimicrosecond pulser described in this paper is accurate to within a few feet, very inexpensive and simple to operate. The second portion of this two-part paper deals with the construction of a space-saving transistorized video distribution amplifier.

10:30-10:55 a.m.

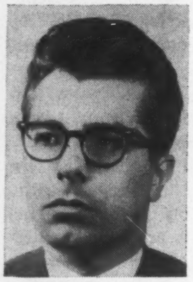
"Design and Installation of a Large Station Audio System," *by* A. C. ANGUS, *studio & industrial tv engineering, General Electric Co., and* D. E. EASTERWOOD, *audio facilities engineer, WFAA Dallas. (To be presented by Mr. Angus).*

Mr. Angus

This paper covers the objectives and results obtained in the design and installation of the complete audio facilities for a new station. It includes studio equipment for three radio studios, two tv studios, and a combination tv and recording studio, in addition to the radio and tv master control systems.

11-11:25 a.m.

"The Application of 8mm Magnetic Sound Equipment in Television," *by* KENNETH LIDONNICI, *engineering manager, industrial products division, Fairchild Camera & Instrument Corp.*


Mr. Lidonnici

The introduction of 8mm sound cameras and projectors in 1960 stimulated considerable interest throughout the photographic and television industry. The flexibility and economy offered by this new equipment militated for a quick solution of the problems associated with its use in television. This paper will describe the camera's adaptability to television.

11:30 a.m.-12 noon

"Time Base Stability in Video Magnetic Recording," *by* L. W. WEILAND, *manager, engineering division, Ampex Corp.*

Mr. Weiland

Extensive engineering effort has gone into developing methods for minimizing time base instability. This paper analyses the modes of instability, their characteristics and effects on various recorded signals. It explains the provision for compensation and corrections which broaden significantly the application and usefulness of the video magnetic recorder.

Wednesday, May 10

2:30 p.m.—West Ballroom, Shoreham Hotel.

Presiding: WILLIAM S. DUTTERA, manager, allocations engineering, NBC.

Session Coordinator: GEORGE W. BARTLETT, assistant manager of engineering, NAB.

2:30-2:55 p.m.

"A Computer Control System for Program Switching," *by* ADRIAN B. ETTLINGER, *project engineer, CBS Television Network, and* BERTRAM R. NEWMAN, *TRW Computers Co., division of Thompson Ramo Wooldridge Inc. (To be presented by Mr. Ettlinger).*

Mr. Ettlinger

A special-purpose digital computer is used to control the sequential switching among the various program components at KNXT

An Invitation!

YOU ARE CORDIALLY INVITED TO SEE
THE WORLD'S MOST SENSITIVE
FM TUNERS
INCLUDING FOR THE FIRST TIME
The Fabulous New

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■ The FM-1000 has been designed from the start to reflect the highest known state of tuner art, and to meet the need for a broadcast monitor and direct off-the-air network link of absolute quality and reliability. Complete specifications will be available at our space at the NAB Show, or on request to us.

FISHER FM-200

Stereo FM Tuner

T. MITCHELL HASTINGS, Jr., *President, Concert Network,* writes us: "We found the Fisher FM-200 superior in selectivity, sensitivity and fidelity. Truly phenomenal suppression of noise and freedom from interference of all types. We are therefore equipping every station on our network with the Fisher FM-200 for direct off-the-air relay operation." ■ *0.5* Microvolt Sensitivity ■ *SIX* I.F. Stages ■ *FIVE* Limiters ■ Golden Cascode Front-End ■ Sensational MicroTune.

$229.50

EXHIBIT SPACE 34

NATIONAL ASSOCIATION OF BROADCASTERS SHOW
MAY 7th—10th

FISHER RADIO CORPORATION · 21-50 44th DRIVE · LONG ISLAND CITY 1, N.Y.

EXPORT: Telesco International Corp., 171 Madison Ave., N. Y. 16, N. Y. • In Canada: Canadian Marconi

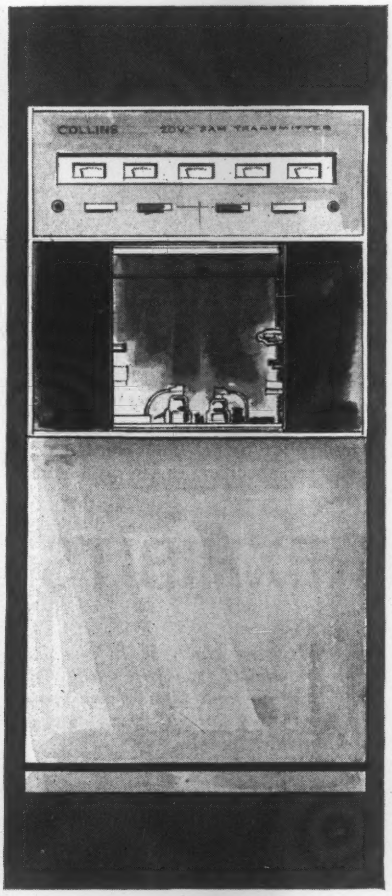
Collins creative engineer-design team is about to unveil three new Collins creations: an AM transmitter; FM transmitters; and a 3-channel remote amplifier. But the fact that these three broadcast units have so many outstanding features is the real news. It's also the reason the Collins creative team looks so proud in this picture.

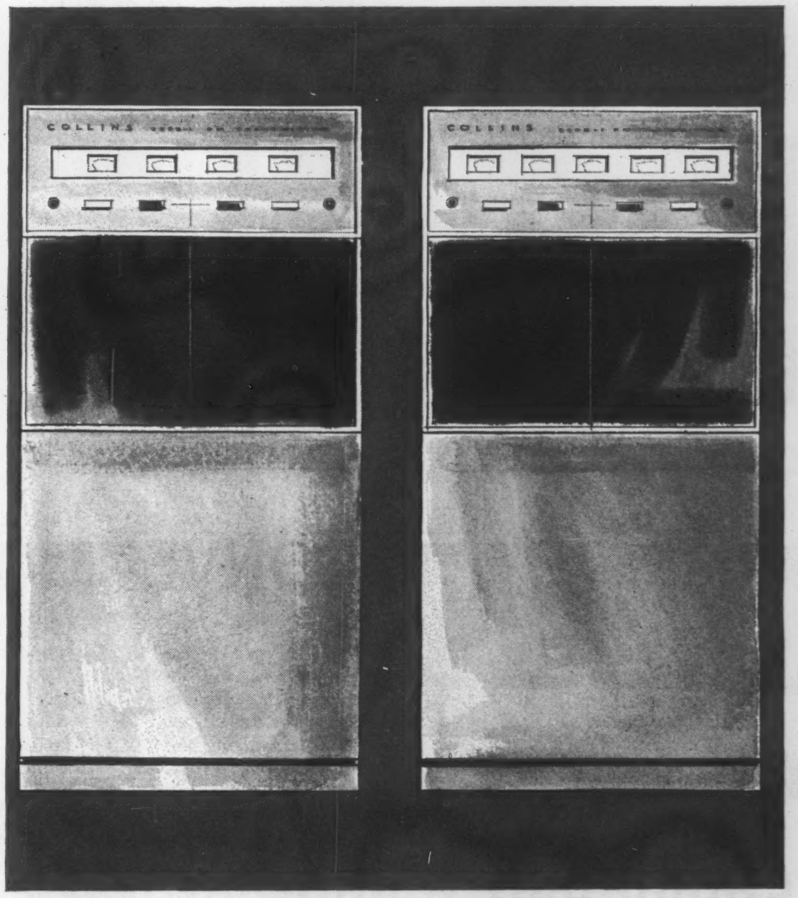
COLLINS RADIO COMPANY

The three new pieces of equipment were not only designed at Collins, but will also be Collins manufactured. This is to assure the quality controls that are responsible for Collins reputation. **Obviously, these units haven't been unveiled yet — they're still in the crates, but here are the drawings and some initial information.**

COLLINS

CEDAR RAPIDS • DALLAS • BURBANK



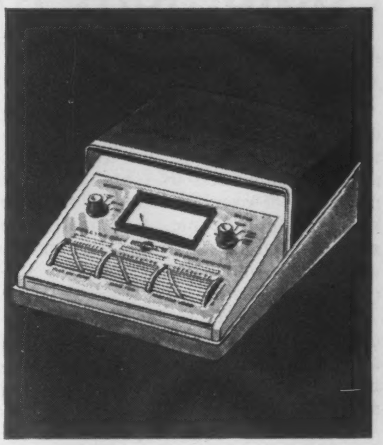


Collins **AM TRANSMITTER:** completely and conveniently accessible throughout because the RF and audio chassis swing out and the power supply tilts up so that all components are exposed. The new AM transmitter's highly stable crystal – a concept pioneered by Collins – eliminates the necessity for the old-fashioned crystal oven. The transmitter also features direct forced air cooling, not just ventilating fans, as in many other AM transmitters. These are just some of the features of the new Collins 20V-3 1,000 watt AM Transmitter. Of course, one of its biggest advantages is that it's quality manufactured and custom tested at Collins, where each component is a personal thing with Collins engineers.

Collins **FM TRANSMITTER:** based on the outstanding, time-proven Collins 730 series, the new Collins 250 watt 830B-1 FM Transmitter is shown here with an accompanying amplifier which boosts its power to 5000 watts (830E-1). This FM transmitter has been "humanized" to make operation exceedingly simple (its vertical panel construction is one of the reasons) – all components are quickly accessible and all adjustments can be made without taking the transmitter off the air. Each part has been carefully assembled, tested and integrated into the transmitter, at Collins. You'll also be surprised at the Collins FM transmitter's exceptional efficiency.

Collins **REMOTE AMPLIFIER:** a compact (about the size of two stacked mail order catalogs), 3-channel amplifier that is transistorized throughout. The 212H-1 has a built-in phono equalizer on two of its three channels to provide immediate cuts between phono and mikes. Eliminates equalizer and equalizer pre-amp. This new amplifier also includes a multiple tone generator: 100, 1000 and 5000 cps for immediate frequency response checks. Best of all, this remarkable new Collins remote amplifier is competitively priced.

This, and other new Collins broadcast equipment will be shown for the first time at the NAB Show, May 7-10. For descriptive literature and complete specifications write Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.



(TV) Los Angeles. Automation of the switching functions during the "panic periods" allows the operator to devote full attention to quality. In addition to describing the installation, operational experience gained in this pioneer effort is reviewed.

3-3:25 p.m.

"'Fireproof' Buildings Do Burn: Tips on Guarding Against Fire Losses in Broadcast Operations," *by* GENE ELLERMAN, *vice president & general manager, WWTV (TV) Cadillac-Traverse City, Mich.*

Mr. Ellerman

Fireproof buildings *can* burn to the ground under extreme conditions. This paper tells how a fireproof station was destroyed, and gives tips on various steps station management can take in its insurance and record-keeping procedures to assure maximum monetary recovery from insurance following a fire.

3:30-3:55 p.m.

"Vhf Translators—A New Coverage Tool for Tv Broadcasters," *by* BERNARD NADLER, *Project Engineer, Adler Electronics Inc.*

Approval of vhf translator service by the FCC has given tv broadcasters an additional means of extending station coverage within and beyond present service areas. This paper covers the technical and economic considerations involved in the design, installation, operation and maintenance of vhf translators, as they affect the professional broadcaster.

Mr. Nadler

Mr. Felker

4-4:25 p.m.

"Global Satellite Communications," *by* JEAN FELKER, *assistant chief engineer, AT&T.*

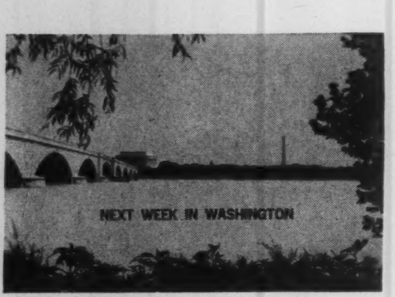
This paper discusses in layman's language a number of the electrical components which were in the "Buck Rogers" realm only a few years ago, but which make a satellite system possible today. Possibilities of using satellite repeaters for television broadcasting and for international service are also discussed.

4:30-5 p.m.

"Experience in Remote Control Operation of Am Plants," *by* OGDEN L. PRESTHOLDT, *CBS Television Network.*

Mr. Prestholdt

A discussion is presented of the background philosophy used as a guide in the design of remotely controlled transmitting plants. Consideration is given to the depth of protection, operational procedure, and safety requirements. Idealized design of such a plant is discussed and a description of a plant designed to meet these specifications is provided.



CONVENTION EXHIBITS

The nation's electronic equipment manufacturers and services will show their newest products in Exhibition Hall on the lower level of the Shoreham Hotel, during the NAB Washington, convention, May 7-10. All equipment exhibits are located in the hall except RCA's, which is in the ballroom, and the U. S. Army's lobby display. Program and film service groups will be located in the Shoreham and Sheraton Park hotels.

Following are summaries of the individual exhibits to be shown:

Equipment manufacturers

ADLER ELECTRONICS, INC.

Space 26

A 20 w uhf translator and a heterodyne repeater will be among the products on display. The uhf translator is already being used to rebroadcast the programs of over 100 stations to more than 3 million people. Features of the repeater include 10 w output, no demodulation and crystal-controlled frequency stability.

Other products to be displayed include a 1 w vhf translator, 100 w uhf amplifier and compact, unitized uhf antenna for tv translators and originating stations.

Personnel: Ben Adler, Alfred Strogoff, Stanley Lapin, Emanuel Strunin, Edward Galuska, William Rappolt, Bernard Nadler, Joseph Baker, Kenneth Blum, Jack Wilks, John Hillegas, Mel Berstler, John Klindworth, Robert Sinks, Herbert Samuels, James P. Quinn, Ira Mercer, Joseph DeBragga.

ALFORD MFG. CO.

Space 17

Television broadcast antennas, diplexers, vestigial sideband filters and coaxial switches for high and low power transmitting installations will be shown.

Personnel: Andrew Alford, Harold H. Leach, Gerald Cohen.

THE ADVERTISING COUNCIL

Space 9

The exhibit will feature a public affairs clearing service operated cooperatively by advertisers, agencies and media.

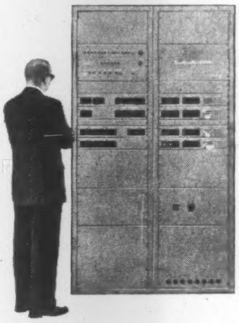
AITKEN COMMUNICATIONS INC.

Space 25-A

Aitken will display the Auto Jockey, a complete audio automation system for am radio stations. The unit has a Seeburg recorder, two Ampex tape decks, two MacKenzie endless-loop players and an Alto Fonic continuous tape machine. Also featured will be a prototype unit of the new time machine

TASCON ENSURES STATION INCOME

Television **A**utomatic **S**equence **CON**trol provides TV stations with an error-proof program switching system . . . ensures station income . . . saves sponsors . . .



BECAUSE TV PROGRAMMING IS GROWING MORE COMPLICATED

SWITCHING ERRORS ARE OCCURRING MORE FREQUENTLY —

ERRORS THAT REDUCE STATION INCOME AND PRESTIGE . . .

. . . BUT SWITCHING ERRORS ARE ELIMINATED

AND OPERATING EFFICIENCY IS INCREASED

WHEN SWITCHING IS CONTROLLED AUTOMATICALLY BY

Television **A**utomatic **S**equence **CON**trol

TASCON prevents loss of advertising income and improves operating efficiency by accurately and tirelessly switching complex program sequences on the air. TASCON is superior to ordinary automatic sequencing equipment because TASCON is a digital computer. Switching instructions stored in the computer's memory are faithfully carried out with split-second precision. Yet changes in switching instructions can be made easily and accurately. Continuous error-proof program switching is assured by the reliability of the TASCON equipment: TASCON employs circuits and components of the RW-300—a digital computer that has proved its reliability in the continuous control of petroleum refineries and chemical plants.

Because of its precision, flexibility and high reliability, TASCON has been installed by a major television station. It is daily proving its value in on-the-air, automatic, program switching.

To find out more about TASCON, get in touch with any of the offices of TRW Computers Company:

220 North Canon Drive · Beverly Hills, California
1510 Esperson Building · Houston 2, Texas
200 South Michigan Avenue · Chicago 4, Illinois
200 East 42nd Street · New York 17, New York

TRW Computers Company
a division of *Thompson Ramo Wooldridge Inc.*
8433 FALLBROOK AVENUE · CANOGA PARK, CALIFORNIA

which has two tape decks.

The Auto Jockey features silence as the triggering signal. In most previous systems, a blank space would appear on the air as a result of this silence. In the Auto Jockey, an advance head on the tape machine senses the silence prior to its appearance on the air and as a result, no silence gets into the program. The automation device permits various combinations of equipment tailored to fit the individual broadcaster.

Personnel: Kenneth Aitken, Wayne Graham.

ALTO FONIC TAPE SERVICE INC.

Space 41

Alto Fonic will present its automatic programming equipment and give details on its programmed music service.

Personnel: D. Alan Clark, president; Don W. Clark, Cyril Collins.

JIM AMECHE PRODUCTIONS INC.

Space 40

Producer of four *Jim Ameche Shows* featuring middle-of-the-road, top tunes, pops and long-hair programs for radio, all introduced by Jim Ameche.

AMPEX PROFESSIONAL PRODUCTS CO.

Space 28

The company's latest Videotape television recorders and accessories, along with its Ampex-Marconi Mark IV 4½-inch image orthicon camera and Marconi color camera will be demonstrated.

To be introduced to the industry is the Ampex VR-1002, which Ampex engineers say offers advanced mechanical and electronic refinements, providing simplified operation and maintenance, improved picture quality and unexcelled performance.

The display will also feature:

AMTEC (Ampex time element compensator), which automatically corrects picture distortions resulting from operational discontinuities.

Intersync tv signal synchronizer and Colortec, a direct color accessory which eliminates the extra rack of electronics for tape recording color tv broadcasts.

A selective editing device, which provides the Videotape recorder with a means for completely spliceless rerecording and editing. "Selective editing" is said to permit the insertion of new material in a recorded tape without disrupting the material's continuity or requiring mechanical splicing.

The "340" Ferrite video head assembly, fully interchangeable with present Ampex video heads, which features greatly extended life capabilities and substantially improved response.

The AFC modulator, which permits the recorder's carrier frequency and deviation to be set up for two standards in less than a minute, without use of external test equipment, and which reduces the amount of resetting and checking required to as little as once a week.

A feature of the Ampex booth will be the screening of "The Videotape Station of the Year" contest tapes, with prizes presented to the stations selected as making "outstanding" use of the Videotape recorder. The Ampex hospitality suite will be in Room B100 at the Shoreham.

Personnel: Jack Miller, Phillip L. Gundy, Robert Sackman, Leonard E. Good, Charles Ginsburg, Charles A. Black, Fred Ramback, Nairne Ward, Robert Miner, Tom Merson, Bob Day, Tony Severdia, Frank Gonzalez, Jack Flynn, Ken Herring, Hank Davis, Stan Busby, Dick Sirinsky, Jack Harvey, Don Creswell, Len Hase, Russ Williams, Gene Sudduth, Frank Benson, Charles Riley, Eldon Brown, Frank Thompson, Cyril Teed, Al Sturm, Larry Weiland, Charles Anderson, Steve Devich, Peter Jensen, Charles Coleman, Don Kleffman, A. R. Gale, Ralph Endersby, C. E. Norton, Kurt Machein, Dave Thompson, Phil Wood, Rein Narma, Don Truax, Harold Sonnebend, Dick O'Brine, Roy O'Sullivan, Bill Miltenburg, Warren Anderson, Bob Paulson, Jim Detlor, Thomas Pressley, and John Louis Major. Marconi personnel: Tom Mayer and John Winn.

AUDIOMATION LABS

Space 37

AUTOMATIC TAPE CONTROL INC.

Space 6

New products to be exhibited include two series of two-tone recording amplifiers and playback units, the PB-2 and AB-2. A 32,000-cycle auxiliary control tone can be applied while the tape is being recorded or played back, while a 1,000-cycle stop tone performs the function of stopping the tape. With the two tones read out through a single selective cueing amplifier, the equipment can be used in automated systems or provide for complete automation with immediate cueing through the auxiliary control tone. This avoids silent periods between programs.

ATC will also display its ATC 55, a multiple tape reproducing device designed to load and unload a series of tape cartridges automatically. Its heart is an Automatic Tape Control playback unit in position behind one of 55 tape cartridges inserted in the face of the unit. Two or more ATC 55s connected provide complete, fully automatic program service. Combined with the two-tone cueing system, there is no dead air.

Personnel: Vernon A. Nolte, Timothy R. Ives, Robert S. Johnson, Ted Bailey, Jack Jenkins and George Stephenson.

BAUER ELECTRONICS CORP.

Space 7-A

Bauer will exhibit a line of am transmitters and remote control equipment, including 1000/250 w, 10,000/5,000 w and 5,000/1,000 w am transmitters. It will also display and demonstrate the "Spot-O-Matic" cartridge tape system.

Personnel: Fritz Bauer, Paul Gregg, Duncan Peckham, William Overhauser, James Gabbett, Walter Rees, Chester Faison, Jess Swicegood, Herbert Samuels, Tom Ellis.

CELLOMATIC CORP.

Space 38

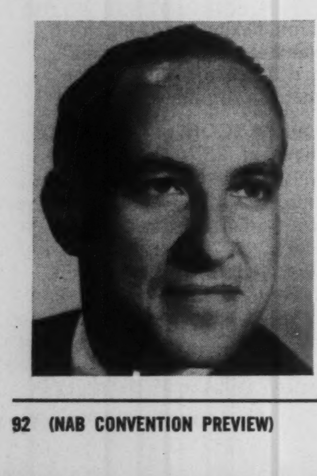
Introducing its new VideoPlex animation projector, Cellomatic will also display traveler and studio models of other animation projectors. Visitors to this exhibit will be informed of Cellomatic's animation service and its motion picture production service.

Personnel: Thomas B. Howell, Milt Rogin, Ernest G. Vetter, Owen Zapel, George Headon, William B. Walsh.

CENTURY LIGHTING INC.

Space 6-A

Mobilrail, a completely flexible sys-



MEET YOUR ULLMAN-MAN

Marv Kempner, exec. v.p. of Richard H. Ullman, Inc., Radio's House of Soundsmanship. Soundsmanship? Creating that can't-be-copied sound image to create more sales for you. Come-on-a-Marv's House of Soundsmanship. See him

NEXT WEEK AT THE NAB CONVENTION
Suite 103 C The Shoreham

RICHARD H. ULLMAN, INC., New York

a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

GENERAL ELECTRIC 50 KW AM TRANSMITTER FROM CANADA TO MEXICO...

Here is a partial listing of stations from Canada to Mexico that are using or installing the General Electric Type BT-50-A 50 KW AM Transmitter:

WCBS New York **KRAK** Sacramento

KRLD Dallas

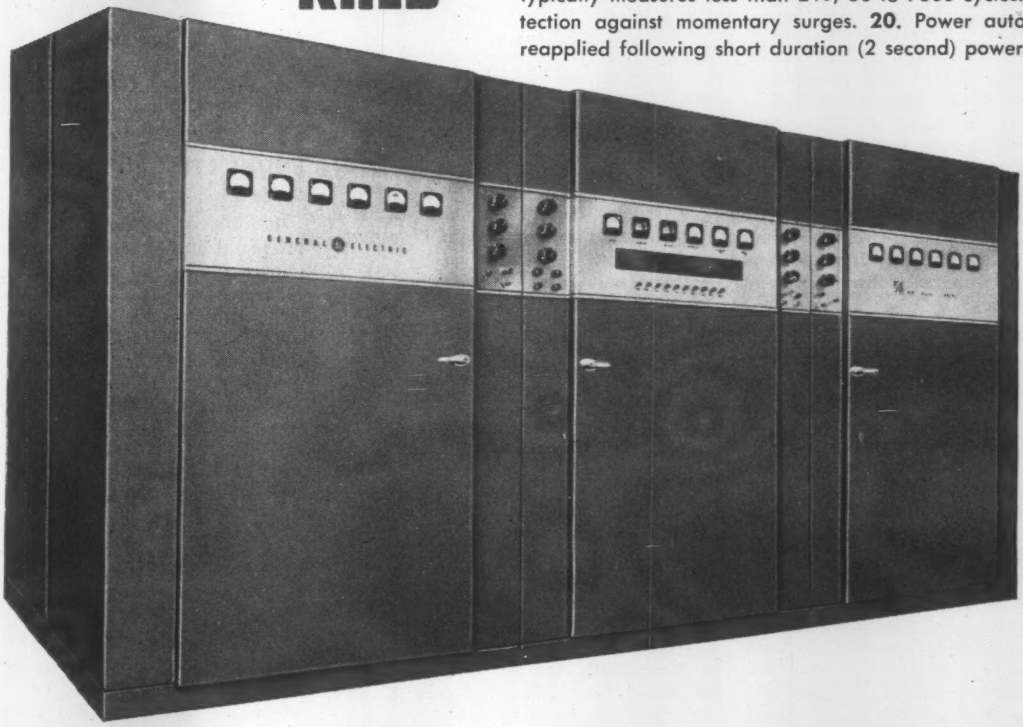
WABC New York **KNX** Los Angeles **WLS** Chicago

KOA Denver **WSM** Nashville **KXL** Portland

LOW INSTALLATION COST—1. Small size—13½ ft. x 4½ ft. **2.** Lightweight tubes. **3.** No under floor ducts. **4.** External blower. **5.** Ambient temperature is 0° to 120°F. **6.** Accommodates RF load impedances from 50 to 230 ohms.

LOW OPERATING COST — 7. Efficient tube complement uses only 16 tubes of 6 types. **8.** Low-cost, long-life tubes. **9.** Low power consumption.

DEPENDABLE OPERATION, LOW MAINTENANCE — 10. Germanium rectifiers for long life. **11.** No destructive voltage surges caused by arc starvation in mercury vapor tubes. **12.** Extreme simplicity in RF circuits. **13.** Class B audio modulation with Class C RF stage. **14.** Only four Class C amplifier stages produce 53 kw output at terminals. **15.** Easily tuned. Front-mounted meters easily read. No special equipment required. **16.** Final RF and audio tubes only 20 lbs. each. **17.** Full length doors front and back for easy access. **18.** Low distortion — typically measures less than 2%, 50 to 7500 cycles. **19.** Protection against momentary surges. **20.** Power automatically reapplied following short duration (2 second) power outages.



KPOL Los Angeles

CKAC Montreal **CKY** Winnipeg

CFRN Edmonton **XEAK** Tijuana

For complete technical information, write to Broadcast Equipment, Section 4861, General Electric Company, Lynchburg, Virginia. In Canada: Canadian General Electric, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric, 150 E. 42nd St., N. Y. 17, N. Y.

GENERAL ELECTRIC

tem for overhead suspension of lighting equipment will be a feature of the Century exhibit. Also displayed will be C-Core, silicon controlled rectifier dimming equipment, and Theatron, a two-scene pre-set remote control console.

Personnel: Nathan J. Sonnenfeld, James J. Fedigan, Edward F. Kook, Louis Erhardt, George Gill, Dale Rhodes, Dick Murdoch, Stanley McCandless, Fred M. Wolff, Bill Merrill, Paul Kyack, Gordon Stofer, Wib Newman.

CHRONO-LOG CORP.

Space 10-A

Chrono-Log will display the STEP system, designed to help tv stations handle complex station and commercial breaks by automatically pulsing equipment on in accordance with a predetermined but readily variable sequence. A complete 16-step sequence is set up by inserting pins in a 3x15-inch pinboard. It takes only a few seconds to change pinboards and start a new sequence. As STEP runs through its sequence, it displays in words what the next step will be and how much time remains before the next event. The shortest time increment is one second.

STEP, which sells for $5,900, consists of a control panel (10½x19-inch) and a circuitry panel (19x25-inch) which can be operated by remote.

Personnel: Arthur Freilich, Saul Meyer, Charles Vaughn, John Heffernan, Burt Dempster, John Wild and Jim Fahnestock.

COLLINS RADIO CO.

Space 31

All types of am and fm broadcast equipment, from microphones to antennas, will be displayed by Collins. Spotlighted will be the manufacturer's automatic tape programming equipment, redesigned am and fm transmitters, and a new three-channel remote panel.

Collins' new 5 kw fm transmitter is modernistic in style and is completely self-contained. Adjustments can be made without taking the transmitter off the air. Its new 1 kw 20V-3 am transmitter features complete accessibility throughout. The RF and audio chassis swing out and the power supply swings up so all parts are easily accessible.

Two M-20 microphones will be given away on Monday, Tuesday and Wednesday of the convention, six such awards in all.

Personnel: E. S. Gagnon, H. O. Olson, B. V. Hite, R. E. Richards, Blair Dobbins, Jim Speck, Gene Randolph, Jack Chenoweth, Duane Hoisington, Jerrell Henry, Lin Leggett, Howard Hepler, John Stanbery, Charles Walters, Phil Wharton, George Wetmore, Lloyd Winter, E. J. Maloney, F. H. Damm, J. M. Haerle, R. M. Winston, John Dalby, W. J. McKnight, C. P. Glade and Roger Dahms.

CONRAC DIVISION GIANNINI CONTROLS CORP.

Space 28A

Conrac will present its new fully-regulated pulse cross monitor. The model was produced in response to industry demand for a professional quality unit which permits the accurate display of synchronizing signals as well as normal picture presentation. A three-position front-panel switch gives the operator immediate selection between normal picture, pulse cross and pulse cross expanded.

Another model to be displayed will be the new AV12E receiver which features plug-in front-end units, crystal-controlled for any single vhf channel. The Conrac display will include a new 23-inch stylized monitor especially designed for ceiling or wall mounting, in addition to a complete line of broadcast video monitors and "off-air" receivers for rebroadcast use.

Personnel: W. J. Moreland, J. Grayson Jones, Russell Alston, Parker Wickham, Kenneth Williams and Al Slater.

CONTINENTAL ELECTRONICS MFG. CO.

Space 16

Products include am broadcaster transmitters and transmitter remote control.

Personnel: James O. Weldon, Mark W. Bullock, Thomas B. Moseley, W. D. Mitchell, Vernon Collins, Richard P. Buckner, James E. Biggs.

CONTINENTAL MFG. INC.

Space 23

Products are fm multiplex receivers (tubed and/or transistorized), broadcast monitor-relay receivers, broadcast modulation and frequency monitors, fixed frequency receivers, customs designed receivers and monitors, transistorized audio amplifiers, am-fm tuners, stereo amplifiers and radio intercom systems.

Personnel: Ray B. McMartin, Leonard Hedlund, Ray M. Unrath, Duane Haverty, Tom Ellis, Bill Keene, Bud Hilker.

DYNAIR ELECTRONICS INC.

Space 37-C

A video line-driving amplifier sending an 8 mc tv picture signal through 5,000 feet of RG 11/U coaxial cable will be featured at the Dynair exhibit. Monitors will pick up the picture to show "no loss in resolution, streaks, smears or any other types of picture degradation." The San Diego firm also will show a Waveform Monitor Model WF-1A, which occupies only 3½ inches of vertical rack space. The monitor has such features as horizontal, vertical and vertical expand displays and six push-button-selected inputs.

Personnel: E. G. Gramman, Virginia R. Gramman, George W. Bates and Curtiss Krueger.

ELECTRONIC APPLICATIONS INC.

Space 43

Electronic Applications will show a wide range of AKG (Vienna) microphones (both dynamic and condenser types), for monaural and stereo recording and some new products from EMI of West Germany. The highlight of its exhibit will be the new AKG C-60 microphone and accessories for high-quality recording in the field, to be used with the new Pilot-Tone model of the NAGRA portable tape recorder from Switzerland.

The C-60 is said to be compact and rugged with screw-in capsules for omni-directional and variable cardioid patterns, low distortion from 10 to 30,000 cps and a wide dynamic range. The B-60 power supply is light and compact and can be mounted on a mike stand.

Personnel: Vincent J. Skee, Jack Anthony, Bob Bodholdt, Luke Roddey and Harvey Sampson Jr.

EMI/US LTD.

Space 35

Exhibit will include complete tv broadcast and closed circuit equipment, television tape and audio tape recorders. Firm has branch offices in 28 cities.

Personnel: Jack Nietlich, F. J. Cudlipp, Peter Macfarlane, Alan Lane, A. Bruce Rozet, Dan Bonbright, K. E. Owens, G. E. Hayden-Pigg, P. Upton, D. Nicklen, R. J. Mundy, Peter Dye, S. G. Griffith.

FAIRCHILD CAMERA & INSTRUMENT CO.

Spaces 46-47

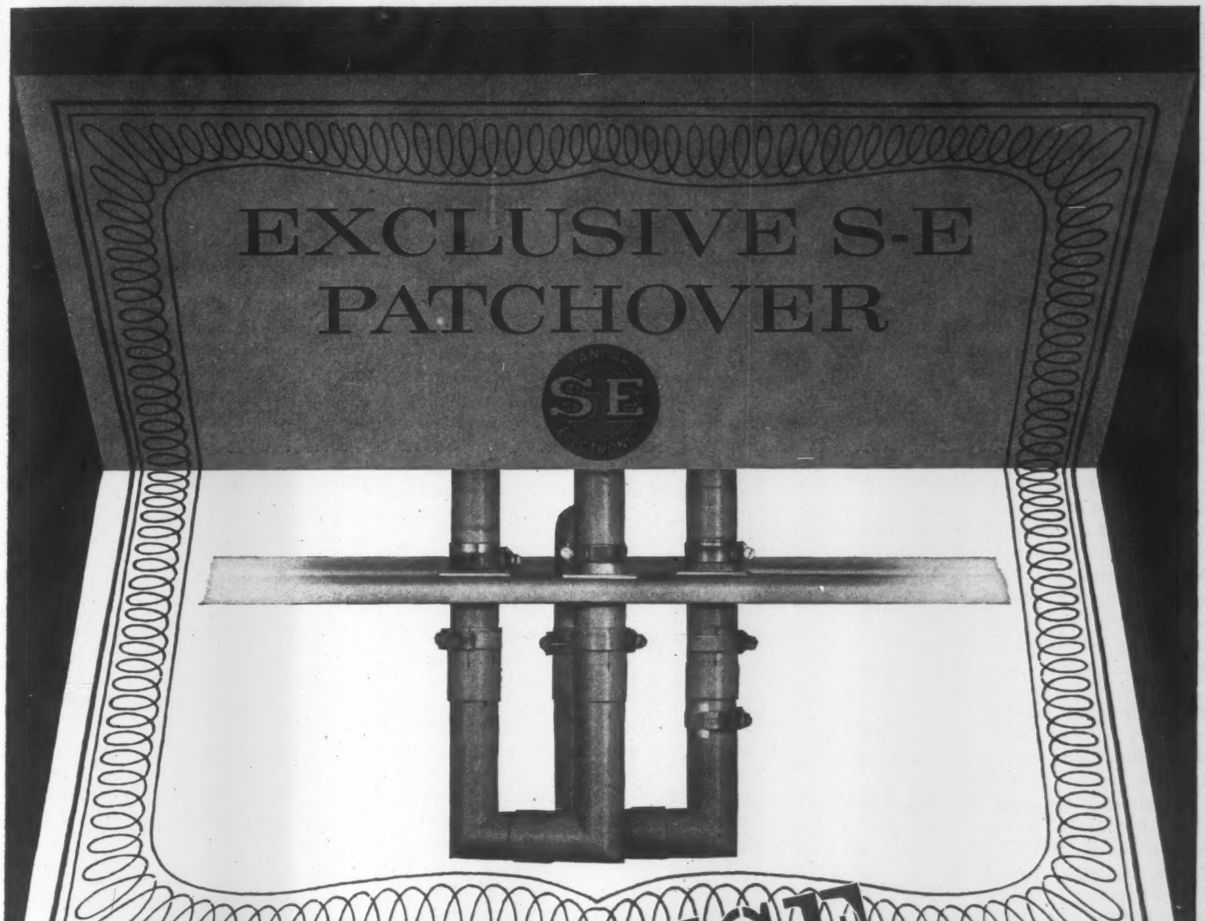
A feature of Fairchild's exhibit will be a Fairchild-DuMont closed-circuit tv system which will screen film processed on the spot of "traffic" in front of the company's display. Other products to be shown include an 8mm cinephonic camera, 8mm tv projector, 16mm cinephonic camera and the Fairchild 316A film processor.

Personnel: Kenneth Li Donneci, Herbert O'Shan, Jerry Morio, Charles Sass, Howard Lync and Floyd Morgan.

FISHER RADIO CORP.

Space 34

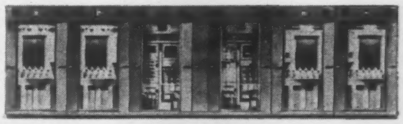
Fisher will show two new products in its studio standard series of broadcast equipment: the FM-1000 fm tuner and the X-1000, designed as a broad-



INSURANCE

Exclusively S-E! No other transmitter offers insurance of a built-in patchover whereby you *stay on the air* in the event of equipment failure. Don't stake your business, reputation and future growth on anything less than S-E transmitting and amplifying equipment for either TV or FM.

S-E offers a complete line of both TV and FM transmitters and amplifiers to cover all power requirements. With S-E, you can start small, grow big with minimum obsolesence of equipment, maximum performance all the way, minimum operational expense, and the exclusive insurance of S-E patchover design...



SEE S-E AT NAB CONVENTION AREA 18, OR WRITE FOR COMPLETE INFORMATION TODAY...

STANDARD S-E ELECTRONICS

standard electronics
DIVISION OF
REEVES INSTRUMENT CORP. –FARMINGDALE
SUBSIDIARY OF
DYNAMICS CORPORATION OF AMERICA
Farmingdale, New Jersey

cast control and amplifier in a single unit.

Personnel: Jim Parks, George Meyer, Avery Fisher, Charles Lieanu, Richard Bockover and Albert Furman.

FOTO-VIDEO ELECTRONICS INC.

Space 2

Foto-Video will exhibit a flexible yet automatic program switching system which permits unattended operation for hours with a sequence of commercials, films, IDs, slides and numerous spots. Last-minute changes can be easily incorporated. All-transistorized sync generators, distribution amplifiers, power supplies and other video equipment will be featured. Among the cameras to be displayed by Foto-Video are the V-515 VF transistorized live studio camera with viewfinder and the V-600 image orthicon unit (priced at less than $9,000 including viewfinder). The latter camera, with Zoomar lens and control unit, is said to be an instrument of the highest quality and sensitivity. The V-515 employs a Vidicon tube and has a motor-operated 3-lens turret and an 8-inch electronic viewfinder.

Personnel: Albert J. Baracket, president; Arthur B. deLaski Jr., George F. Houlroyd, Robert D. Hamilton, Hans Nord, George M. Franklin, James Farnsworth, Laurence Nagy, Karl Kinast, John Lyndon, Rudy Tietz, William Gerbert, Tom Kennedy, Angelo J. Dumont, Don Foyer, Jess E. Dines, Charles Barrow, George Ubhaus, Paul Zucchino, Lester Toth.

GATES RADIO CO.

Space 30

Gates will introduce a new line of fm transmitters, designed for powers of 20, 15, 10, 7.5 and 5 kw. Major developments include built-in remote control, longer tube life, lower tube cost and quieter operation. Also featured will be an automatic spot tape recorder, featuring a digital selector control that permits remote call-up of any one of the 100 tape tracks on the spot tape recorder by means of selection of a digital number from 0 through 99.

Transistorized plug-in system components will also be exhibited. This special display will include new preamplifiers, program amplifiers, monitor amplifiers and power supply. Primary features of the transistorized line are their compact size, low noise, reliability and heat reduction. A complete cartridge tape production center in one compact portable unit—the M-6086 Cartritape Make-Up Console—will be introduced in addition to several other broadcast-electronic innovations.

Personnel: P. S. Gates, president; L. J. Cervone, N. L. Jochem, John Price, Kenneth Boothe, Gene Edwards, Frank Parrish, Wallace Warren, Walton Ayer, Abe Jacobowitz, Robert Hallenbeck, John Andre, William Moats, Dick Spruill, Reck Morgan, Joe Cole, George Yazell, London England.

GENERAL ELECTRIC CO.

Space 29

GE will unveil a new approach to optical multiplexing of tv film projectors in its exhibit, which also will serve for the introduction of one of the company's largest lines of new broadcast items in recent years. Other equipment to be featured includes three new cameras, a continuous motion tv film projector, a black-and-white calibration monitor, helical antennas, transistorized audio equipment, and a new 35 kw vhf high-channel tv amplifier.

The optical multiplexer—designed for GE by Eastman Kodak Co.—uses front-surface mirrors, a new method that projects the best possible image from film and slide projectors. The multiplexer, Type PF-11-A, is designed to work with all standard projectors.

The continuous motion system first was introduced at the 1960 convention. The 1961 version, using an Eastman projector, when used with the new multiplexer permits stations to install the projector while retaining existing optical multiplexing equipment.

GE will introduce a new image orthicon black-and-white camera channel as well as a new vidicon film camera channel. Another new item will be a remotely-controlled vidicon camera system for "off-hours" telecasting of live studio presentations.

Personnel: Dr. George L. Haller, Harrison VanAken, R. L. Casselberry, Harold B. Towlson, J. Wall, C. J. Simon, C. H. Jensen, A. F. Carl, M. R. Duncan, Francis L. Robinson, J. H. Douglas, W. G. Broughton, R. W. Cochran, H. H. Condo, L. F. Page, E. H. Platt, J. M. Comer Jr., T. F. Bost Jr., V. H. Russell, R. E. Lauterbach, H. W. Cranberry and J. F. Watter.

GENERAL ELECTRONIC LABS

Space 12

Fm transmitters of 15 kw and 1 kw power will be featured by General Electronic. The transmitters incorporate multiplex exciters, including main channel exciter, subchannel generator and power supply mounted in cabinet as a complete, integrated system.

Personnel: Victor W. Storey, B. T. Newman, John Beck and Sal Fulchino.

GENERAL PRECISION INC.

Space 14

GPL Div. will present its PA-550 High Resolution Vidicon Film Chain publicly for the first time. It is based on the high resolution system specifically designed by GPL for the military. The company claims that the film chain provides better definition, signal-to-noise ratio and geometry than ever before attainable. The PA-550 delivers 800 lines resolution center, 600 lines corner. An unusual automatic exposure with extremely fast response time makes the chain essentially automatic. Other items include vidicon camera chains, video recorders, sync generators, video switches, video and pulse distribution amplifiers and tv projection systems.

Personnel: N. M. Marshall, A. G. Balletta, L. L. Pourciau, A. F. Brundage, A. J. Smith.

GOTHAM AUDIO CORP.

Space 34-A-B

Gotham will exhibit the new line of Neuman condenser microphones, Neuman disk cutting lathes, Beyer Dynamic ribbon microphones and headphones, Danner linear attenuators, microphone booms and stands and Gotham-Grampian disk cutting system.

Personnel: Hal Michael and Stephen F. Temmer.

GRAHAM SALES CO.

Space 25-A

HUGHEY & PHILLIPS INC.

Space 4

A display of new tower lighting isolation transformers highlights the H&P exhibit. Included will be a demonstration of its Remote Lamp Failure Indicator System providing a continuous and positive means of monitoring tower lamp conditions, tower light control and alarm units for unattended microwave relay stations. Other items shown will include combination photoelectric control and beacon flasher units, beacons, obstruction lights and various control units.

Personnel: J. H. Ganzenhuber, vice president and general manager; H. J. Geist, R. L. Lang and F. J. Little Jr.

INTERNATIONAL BUSINESS MACHINES

Space 37-A

IBM's products on display will be data processing equipment, automatic program logging and billing, availabilities and analysis.

Personnel: T. D. Robertson, S. J. Fitzpatrick, R. Kenagy, R. Auchinloss, S. Wilson.

ITA ELECTRONICS CORP.

Space 24

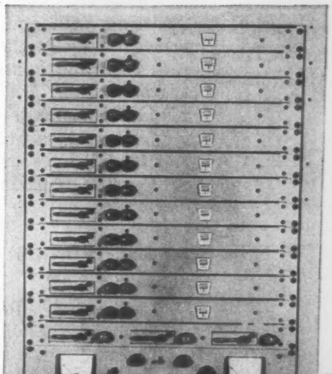
ITA's line includes fm transmitters, fm multiplex equipment, am transmitters, consoles, remote control equipment and accessories.

Personnel: Bernard Wise, R. Paul

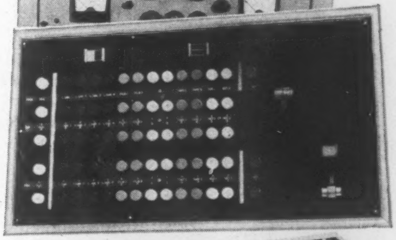
Completely NEW–

Exhibited to the Industry for the first time at the NAB Convention—

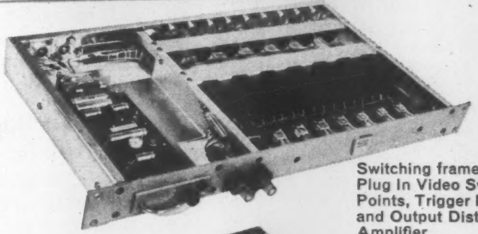
Fully SOLID STATE VERTICAL INTERVAL SWITCHER



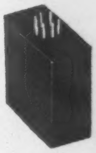
Solid State Vertical Interval Switcher



Typical Control Panel

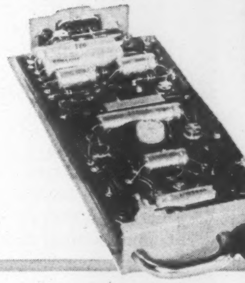


Switching frame showing Plug In Video Switch Points, Trigger Modules and Output Distribution Amplifier



Trigger Module

Diode Matrix Video Switch Module



Solid State Video Distribution Amplifier

Designed for the Broadcaster . . . it is clean and simple in construction . . . Modular mechanical construction provides means of making up custom system at no premium in cost to YOU . . . Also provides way of economically expanding the system as future growth demands. Unit has exceptionally fine electrical specs.

Investigate the full advantages of this equipment. Call or write for complete information:

SARKES TARZIAN INC
Broadcast Equipment Division
Bloomington, Indiana

Here are some of the major performance

SPECIFICATIONS

1	DIFFERENTIAL PHASE	.5° max @ 3.58 mc
2	DIFFERENTIAL GAIN	.2% max
3	PHASE DELAY	.02 microseconds @ 3.58 (Ref. to 200 kc)
4	SWITCHING TIME	Less than .8 microseconds
5	ISOLATION (between any 2 channels)	60 db @ 3.58 mc

Comstock Jr., Joseph Roberts, Joseph Novik, Eliot S. Baker, Juan Chiabrando, James Baker, Ted Overbey, Tom Magowan, Chet Siegrist, Al Timms, Bob Weeks, Bob Ware, Clyde Heck.

KAHN RESEARCH LABS.

Space 44

Kahn products include an all-am stereophonic transmitter adapter, compatible single sideband adapters for am transmitters, symmetra-peak networks to increase the coverage range of am, fm and tv voice transmissions.

KLIEGL BROS.

Space 19

Kliegl manufactures a complete line of tv lighting equipment. This includes fixtures, accessories, wiring devices and lighting selection and control equipment for monochrome and color telecasting. Featured will be a new SCR semi-conductor dimmer using a silicon controlled rectifier.

Personnel: Herbert A. Kliegl, Herbert R. More, David Safford, William Morris, Lawrence Schaefer, Alwin Lassiter.

LUMITRON DIV., METROPOLITAN ELECTRIC MFG. CO.

Space 25

Metropolitan will show light control systems, dimmer controls, studio lights, switch gear, panel boards, bus ducts, main service supplies, Lo Ohm switches and Pressure Tite switches.

Personnel: Jim Connolly, Rennie Rozalski, Al Fox, Jim Shelley and Charles Shevlin.

MACKENZIE ELECTRONICS INC.

Space 15

Visitors to the MacKenzie exhibit will operate automated, multi-channel program repeaters, single-channel program repeaters and recorder-playback units. MacKenzie features instant audio to suit the most exacting sound requirements of every radio and tv station. All the firm's equipment is completely transistorized with continuous loop magazines practically eliminating head wear and assuring continuous trouble-free operation.

MacKenzie will display a complete single channel recorder-playback, 1CPR, which will automatically erase and record with magazines hand-loaded or factory-loaded.

MAGNE-TRONICS INC.

Space 37

A complete automatic radio music program service will be shown. Also a background music service for fm multiplex on magnetic tape with radiomation equipment.

Personnel: Thomas L. Clark Jr., Joseph F. Hards and Alfred Kendrick.

MINNEAPOLIS-HONEYWELL REGULATOR CO.

Space 45

Automatic data logging equipment for transmitting station, remote or local, and remote controlled tv camera mount and lens.

Personnel: Gustave Ehrenberg, P. B. Guralnick and W. G. Schmick.

MINNESOTA MINING & MFG. CO.

Space 22

Magnetic Products Div. will show "Scotch" brand video tape, audible range tapes and related items.

Personnel: D. E. Denham, W. H. Madden, W. F. Enright, J. G. Bondus, E. S. Seaman, R. J. Waters, C. L. Alden, R. J. Federer and F. J. Watson.

MIRATEL ELECTRONICS INC.

Space 33

Miratel will have on display the following products: television video monitors, camera viewfinders, large screen waveform monitors; Conelrad equipment, audio operated relays, program failure alarm, citizens band transceivers.

Personnel: William S. Sadler, B. J. Klindworth, N. C. Ritter, Robert Willett, Wayne Mayer, Dan Schulte, Leroy Wallace.

MITCHELL-VINTEN INC.

Space 10

For the professional tv industry, following details for tv cameras will be shown: Pedestals, dollies, cranes (crabbing, hydraulically operated and driven), tripods and heads.

Personnel: Alastair MacMath.

MOSELEY ASSOC.

Space 35-B

Moseley Assoc. will have on display its model RRC-10 radio remote control system for fm broadcast transmitters and its model SCG-2 subcarrier generator for fm multiplexing. The RRC-10 studio control, transmitter control and metering units together with Model PCL-2A STL enable fm transmitters to operate on unattended mountain top sites. The SCG-2 subcarrier generator incorporates automatic muting and calibrated subcarrier deviation meter.

Personnel: John A. Moseley.

PROFIT PROGRAMMING INC.

Space 35-C, D

Automation equipment and programming material will be exhibited.

Personnel: Rogan Jones, John D. Tuttle, Hamilton Brosious, Fred Von Hofen, William Evans and D. Coulthurst.

PROGRAMATIC BROADCASTING SERVICE

Space 5

On display will be Programatic's complete fully-automated radio programming service. The company also will demonstrate how commercials and complete re-recorded local programs (and network tie-ins) may be automatically integrated into most broadcast schedules.

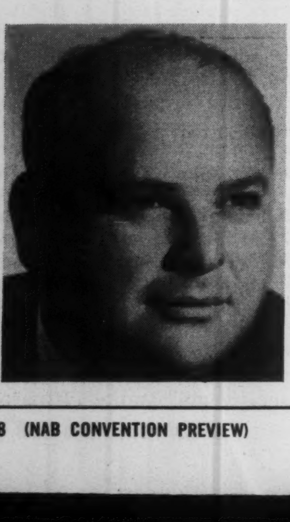
Personnel: John Esau, Gus Webber, David Bain, Joseph W. Roberts.

RAYTHEON CO. (Equipment Division)

Space 27

Products on display will be the KTR microwave television relay systems for intercity relay remote pickup or studio-transmitter link applications, 7000 and 13000 mc, portable and rack-mounted for NTSC color and simultaneous audio. The TMA program audio channel units are used for application to existing systems. Microwave waveguide accessories include antennas, waveglide, diplexers and other items.

Personnel: P. Cass, V. E. Love, G. Hinckley, H. Bannon, H. Geist, D. Smith.



MEET YOUR ULLMAN-MAN
Herb Berman, Northeast Regional Sales Manager, was in the movie business. Along came Soundsmanship. One take and he knew it was for him. For you, too. Jingles, The Big Sound, Formatic Radio —the Ullman way to more sales. Avoid re-takes. See Herb
NEXT WEEK AT THE NAB CONVENTION
Suite 103 C The Shoreham
RICHARD H. ULLMAN, INC., New York
a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

THE LISTENER IS THE BOSS

Throughout the country publicity releases about FM Stereo Broadcasting are creating fantastic excitement among your listeners. Millions have been spent in exploiting home stereo. It's only the beginning. We are on the threshold of the greatest dollar expenditure by national manufacturers ever conceived in promoting the sale of FM stereo sets. The FM broadcaster who is ready will get and hold the ratings.

ITA, world leader in design and manufacturer of FM Broadcast Equipment, is stereo-ready now with

FM STEREO GENERATOR

Immediate plug-in compatibility to all existing FM transmitters capable of multiplexing, maintaining full monaural mainchannel audio for conventional FM receivers during stereo broadcast. Full frequency response—50 to 15,000 CPS on all channels. Meets or exceeds FCC specs, utilizing drift-free crystal control, double side-band suppressed carrier with common source phase-lock insertion.

ITA Model SG-1A

STEREO CONSOLE

Three completely independent full response program channels, individually metered and AGC controlled. Handles full stereo, plus a monaural channel, with independent controls. Facilities for 35 inputs at all levels. Incorporates plug-in amplifiers throughout and many other features.

ITA Model AC 3-1

FOR FM STEREO AND FOR ALL YOUR BROADCASTING EQUIPMENT NEEDS SEE ITA AT THE NAB CONVENTION (BOOTH 24)

ITA
INCORPORATED

BROADCAST DIVISION

130 EAST BALTIMORE AVE., LANSDOWNE, PENNSYLVANIA
CLearbrook 9-8200
Offices—Dallas • Los Angeles • Sacramento • Cincinnati • Chicago • New York • Philadelphia • Atlanta
"A Complete Broadcasting Service"

FM STEREO is HERE and ITA HAS IT!

RCA

Shoreham Ballroom, Space 21

RCA will display its full line of equipment and in addition will lift the curtain on its new devices for automated programming and station control of the future. All other company divisions will participate.

Included in the exhibit will be an actual television studio where the company will demonstrate its new color and monochrome cameras. The first public showing of RCA's three new prototype television tape recorders and the currently-in-use TRT 1-B also will be shown.

Highlighting the RCA display will be the showing of various station automation systems and how complete control can be obtained under an integrated electronic system. On this line, RCA also plans to demonstrate equipment on the building-block principle, permitting the broadcaster to introduce automation on a small scale, adding to it gradually until complete automation is achieved.

In addition, the station automation display will include equipment for handling the station break "panic period" and a full technical operations system. A film slide projector, cued and operated by a recorded tone signal from RCA's new RT-7A cartridge tape recorder, will be demonstrated. One of the two operating radio station displays will be controlled by automation equipment.

Closed circuit television cameras, transmitters, power supplies and antennas will round out the exhibit.

Personnel: T. A. Smith, C. H. Colledge, A. F. Inglis, E. N. Luddy, J. P. Taylor, E. C. Tracy, M. A. Trainor, V. E. Trouant, J. W. Wentworth, P. Bergquist, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, R. J. Newman, D. Pratt, W. B. Varnum, W. D. Wenger.

SCHAFER CUSTOM ENGINEERING

Space 21

Schafer will show automatic programming systems, plus automatic spotter, cartridge recorder and remote control equipment.

Personnel: Paul C. Schafer, Ernest Wodiske, James Hartford, Hal Bates, Dallas Barnard, George Failey, Edward Edwards, Robert Tabors, Harold Linke and Jaye Smith.

SONY CORP. OF AMERICA

Space 36

The Sony line includes an all-transistorized professional three-channel tape recorder, unidirectional condenser microphone, power supply, all-transistor shoulder-type tape recorder, dynamic microphone and all-transistor hi-fi tape recorder.

Personnel: Masahiko Morizono, Hiroshi Tada, Thomas Y. Arai, Fred Tushinsky.

STANDARD ELECTRONICS

Space 18

Standard will exhibit various aspects of its tv and fm equipment but will accent a complete 20 kw fm transmitter and a 25 kw tv amplifier.

Among specialities are all new space-saving equipment, 250 w fm transmitter for stereo or multiplex, 5 kw fm transmitter for stereo or multiplex, 10 kw fm transmitter and amplifier, fm modulators and equipment for modernization of older fm transmitters. In addition there will be Add-A-Unit, Patchover, space-saving and other Standard features on exhibition. Among new items are semi-conductor rectifiers in fm transmitters (no rectifier tubes).

Personnel: R. M. Daugherty, J. M. Noll, A. R. Taylor, J. Ewansky, M. Zullo, J. Klindworth, H. D. Peckham, J. Nevin, M. Sajor, W. Bell, P. Cohalto, L. Wenzel, C. Faison, M. Zimmerman, R. Bellew, B. Myers.

SARKES TARZIAN INC.

Space 1

Sarkes Tarzian will show a highly advanced all-solid-state video switching system that is so well designed that each system can be tailored to the service requirements and future facility expansion can be accommodated. Another feature of the exhibit will be the company's 2 kmc heterodyne microwave repeater system. A multihop system will be shown to illustrate the system transparency. In addition the 880 Vidicon studio camera will be exhibited. Suitable for any monochrome studio, the 880 system illustrates the maturity of Vidicon cameras for live studio, field or tape productions, Sarkes Tarzian reports.

Personnel: Biagio Presti, manager; Wendell Fuller, Russ Ide, Neff Cox Jr., Richard Swan, Morrell Beavers, Nubar Donoyan, Jack Roden, John Guthrie, Dale Buzan, Bill Tarr, Roy Hackemeyer, Charles Moore, Jesse Durbin, Dave Link, Joe Phillipi, Robert McCoy.

TEKTRONIX INC.

Space 28-B

Tektronix will display and demonstrate the following equipment: Type 526 Vectorscope; Type 527 and Type RM 527 Waveform Monitor; Type 201 Tilt-Lock Scope-Mobile; Type V Plug-In Unit; Scope-Mobile Cart.

The type 200 series Scope-Mobile Carts provide a convenient mobile support for the firm's oscilloscopes and auxiliary equipment. It is Tektronix's latest product. The cart features an easily adjusted tray which may be tilt-locked in nine positions. Dimensions: 35" high, 17½" wide, and 27" deep.

Personnel: Charles Rhodes, Bill Ewin, Eb von Clemm, Dale Brous, Rick Le Forge, Fred Lenczynski, Art Andersen, Nick Sloan, Duane Bowans.

TELECHROME MFG. CO.

Space 35

Among the new products to be on display are the Time Domain Corrector, which corrects waveform defects; the Chroma Keyer, which permits the use of color signals for producing reliable video insert keying in connection with special effects equipment; a self-contained, rack-mounting sync lock unit which permits a local sync generator to be locked in frequency and phase to a remote composite video signal; the special effects generator with fader, which increases the capacity for lap dissolves and fades to black or color monochrome, or mixed signals.

Also to be shown are the video transmission test set generator, the video transmission test signal receiver, the portable test signal generator, the EIA sync generator with vertical interval keyer, the vertical interval signal keyer, the color tv utility monitor, and the sine-squared window generator.

Personnel: J. R. Popkin, H. Charles Riker, B. Yagerman, Dave Chapman, Don Dudley, S. S. Krinsky, Ray Wulfe.

TELECONTRAL CORP.

Space 3

Video-Audio distribution systems, studio video switching systems, master control switching systems, and automation controlled switching systems will be exhibited.

Personnel: John Doering, Leroy Jorgenson, Duane Heft, Clyde Funk.

TelePrompTer CORP.

Space 8

TelePrompTer will exhibit a series of Random Access slide and tape selection devices designed to add a new dimension of unlimited flexibility to the selection of a presentation sequence.

Four major pieces of equipment in the Random Access series, including a 60-slide 3¼ x 4 inch drum magazine selector adapted to a TelePro 6000 projector, 100 and 500 slide 2 x 2 inch drum magazine selectors, and a 100 track magnetic tape machine selector will be shown.

A joint presentation will demonstrate the preparation of slide transparencies for tv production with the United Press International Unifax Telephoto service, Polaroid Corp., Copymaker, and the TelePro 6000 rear-screen projector.

Personnel: Irving B. Kahn, William V. Sargent, H. J. Schlafly, E. J. Spiro,

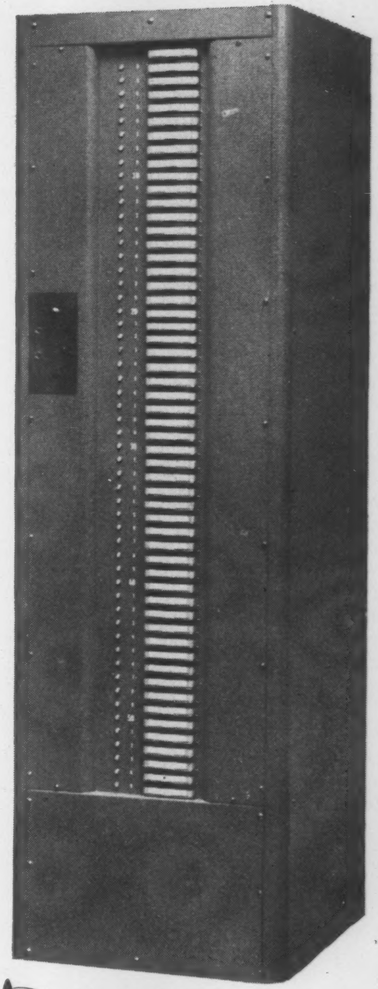
NEW ATC 55

a simple, low cost, versatile answer to full or part-time AUTOMATED BROADCASTING

- **Allows automatic playback of 55 magazine-loaded tapes up to 10 minutes in length each. Models also available with up to 31-minute magazines.**
- **Outstanding flexibility and simplicity of operation.**
- **Far lower initial investment than other automated systems.**
- **Tape rewinds and recues automatically.**
- **Highest quality broadcast reproduction.**

Automated broadcasting has proven to be desirable, but up to now, it has been an involved and costly proposition. The remarkable new ATC 55—from the originators and largest manufacturers of automatic tape control equipment—puts full or part-time automation within the reach of any size station. The ATC 55 plays up to 55 taped spots, themes, music and production aids in sequence without resetting or reloading. Tapes are contained in Standard Automatic Tape Control plastic magazines. The unit selects and positions the proper magazine for airing, broadcasts the material and then the tape rewinds itself ready for reuse or storage. The ATC 55 then disengages the magazine, moves to the next position and engages it for broadcast . . . *all automatically!* The playback element of the ATC 55 is the same popular, thoroughly-proven Standard Unit, except that a modification allows automatic starting of other functions through an auxiliary control tone. Frequency response at 7.5 inches per second is ±2 db from 70 to 12,000 cps and ±4 db from 50 to 15,000 cps. The signal-to-noise ratio is 55 db, and wow and flutter are under 0.2% RMS. Write, wire or phone for complete details.

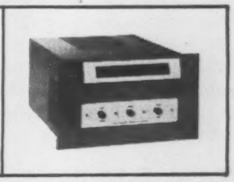
See us at the N. A. B. Show, Booth 6



ATC STANDARD UNITS NOW IN USE IN OVER 600 RADIO AND TV STATIONS

Thoroughly proven in many station operations, ATC Standard Recording-Playback units eliminate threading, recueing and rewinding—make it simple to use as much taped material as you wish. Write, wire or phone for complete details.

Recording Amplifier



Playback Unit

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington Street, Room 300
Bloomington, Illinois

Herbert Nettleton, Hubert Wilke, John Barrington, Joe Munisteri, Stan Winston, George Andros.

TELESCRIPT-CSP INC.

Space 32

Tv studio prompting equipment, rear screen projectors, a tape editor, polarization effects kit and audio equipment will be exhibited.

Personnel: Peter Jackson, Harrison Reader, Robert Swanson, Robert Lamont, James Fitzsimmons, Charles Krumm.

TELEVISION SPECIALTY CO.

Space 39

Products to be displayed include kinescope recorders, rear screen projectors, transistorized 16mm S-O-F newsreel cameras with portable power pack, 16mm film inspection equipment, and 35mm Cameraflex movie cameras.

Personnel: K. A. Jenkins, Lawrence Scheu, William Hanrahan, Dean Peck.

TELEVISION ZOOMAR CO.

Space, unassigned

New Super Studio and Super Universal Zoomar lenses will be on display at the Zoomar booth. With improved optics and new coatings, they are of special significance for color telecasting, and are already in use at many tv stations in the U. S. and abroad.

TOWER CONSTRUCTION CO.

Space 42

Tower's booth will exhibit displays depicting its many types of towers and erection service. Highlighting the show will be a display of the newly designed Automatic Guy Tensioning Device.

Personnel: Gerald Lasensky, Earl H. Moore, Harry Fair.

UTILITY TOWER CO.

Space 7

Products include am and fm towers, base insulators, lighting kits, ground systems, installation and maintenance service, transmitter buildings, all for radio; tv and microwave towers as well as installation and maintenance service for television.

VISUAL ELECTRONICS CORP.

Space 11

Program automation for video and audio systems will be featured by Visual.

Tv equipment: visual automation systems, GPL high resolution vidicon film system, Tarc switchers, English electric valve 3" & 4" Image orthicon tubes, Mackenzie program repeater unit, Favag master studio clock system, Conrac picture monitor line, Eastman 16mm tv projectors, Smith-Florence faultfinder, Prodelin transmission line, Decca weather radar, Superior self-normalling video jack, Dynair video and rf distribution equipment, Power Sources all transistorized power supply systems.

Am-fm exhibits include: Continental transmitters and remote control systems, Broadcast Electronics Spotmaster, Altec audio console, microphones, Nems-Clarke monitors, field strength meter, GEL transmitters and multiplex exciters, Audiomation tape players for background music, and Perfectone tape recorders.

Personnel: James B. Tharpe, Morris A. Mayers, Cecil Grace, Felix Bonvouloir, Dick Witkowsky, A. W. Greeson Jr., Leo Darrigo, Bob Bollen, Pat Gallagher, Bert Kupperman, Lou Whitson, Wayne Marcy, A. R. Hopkins, Al Kallman, Jess Rafsky, Charles E. Spicer.

VITRO ELECTRONICS

Space 20

WESTREX CORP.

Space 35C, D

Station Representatives

AM RADIO SALES CO.

Jefferson

Personnel: Wilmot H. Losee, Jerry Glynn.

ELISABETH M. BECKJORDEN

Shoreham

Personnel: Elisabeth M. Beckjorden.

CHARLES BERNARD; THE COUNTRY MUSIC NETWORK

Mayflower

Personnel: Charles Bernard.

AVERY-KNODEL

Sheraton-Park—Suite E426-8

Personnel: Lewis H. Avery, J. W. Knodel, Charles C. Coleman, Philip S. Schloeder, John J. Tormey, Thomas J. White.

**JOHN BLAIR & CO.
BLAIR-TV
BLAIR TELEVISION ASSOC.**

Washington, Suite 205-06-07

Personnel: John Blair, Wells Barnett, Louis Faust, Jack Fritz, Richard L. Foote, Frank Martin, Arthur H. McCoy, Edward P. Shurick, Edward Whitley.

THE BOLLING CO.

Sheraton-Park—Suite 500 A

Personnel: George Bolling, Bill Bolling, Robert A. Schmid, Richard Swift.

BRANHAM CO.

Mayflower

Personnel: L. H. Greenberg, Tom Campbell, Jim Mc Manus, Taylor Eldon, Jack Thompson, George Harding, John Murphy, Don Richards.

BROADCAST TIME SALES

Willard

Personnel: Carl Schuele, Mort Bassett, Peter Theg.

CBS RADIO SPOT SALES

Unassigned

Personnel: Maurie Webster.

CBS TELEVISION SPOT SALES

Statler

Personnel: Frank Shakespeare Jr., John Schneider, Craig Lawrence, Clark George, Gene Wilkey, Robert Wood, Merle Jones, Harvey Struthers, Bruce R. Bryant, Hal Hough.

HENRY I. CHRISTAL

Sheraton Park, Suite M458-60

Personnel: Henry I. Christal, Irvin Gross, Philbin Flanagan.

ROBERT E. EASTMAN & CO.

DuPont Plaza

Personnel: Robert E. Eastman.

EVERETT-McKINNEY

Shoreham

Personnel: Max M. Everett, Powell Ensign, Thomas Buchanan.

FORJOE & CO. and FORJOE-TV INC.

Unassigned

Personnel: Joseph Bloom.

GILL-PERNA

Shoreham, Suite E-700

Personnel: Helen Gill, John J. Perna Jr., Val Bruce, Don Dalton, Walt Beadell, Dan Bowen.

HARRINGTON, RIGHTER & PARSONS

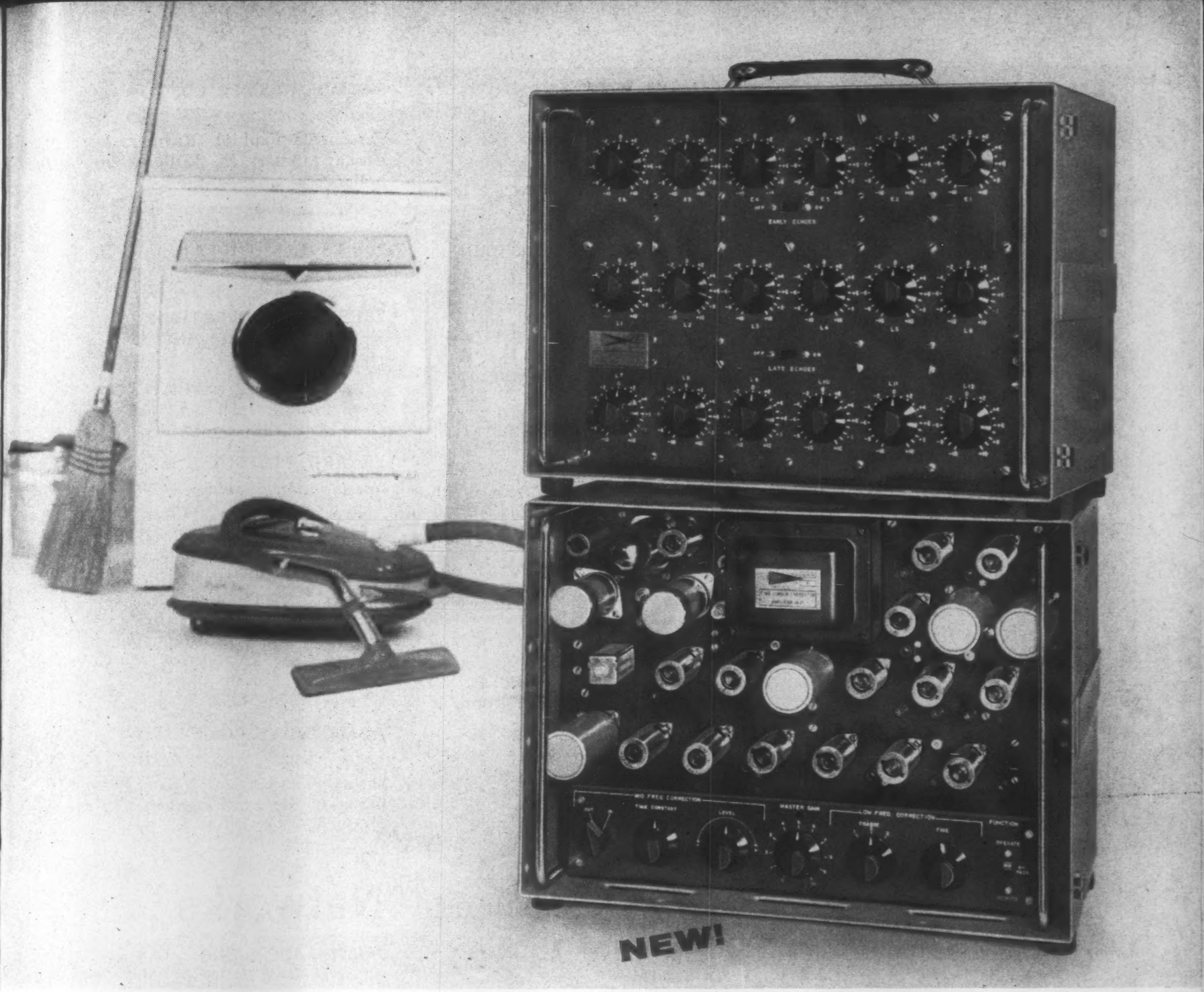
Shoreham, Suite E-700

Personnel: John E. Harrington Jr., James O. Parsons Jr., Volney Righter, Maurice Rashbaum, John Dickinson, Arthur C. Elliot, Carroll Layman.

HAL HOLMAN CO.

Shoreham, Suite A-601

Personnel: Hal Holman.

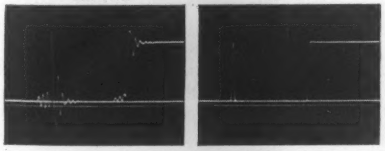


...but only the "Twenty/Twenty" cleans up video transmission distortion

BEFORE AFTER

Photos, taken a few seconds apart, show how the Model 20/20 cleans up smears, overshoots, ringing and other waveform defects.

BEFORE AFTER



Waveform correction is illustrated by before-and-after photos of an expanded portion of Sine^2-test signal. The Model 20/20 can be used with any desired test signal for pre-broadcast, or on-the-air correction.

SEE THE MODEL 20/20 AT THE NAB SHOW
BOOTH NO. 35

The Model 20/20 Time Domain Corrector is Telechrome's ingenious application of the proven "paired echo" principle to the problems of video transmission and video tape recording. Result: for the first time a practical, commercially-priced instrument that eliminates overshoots, ringing, smears and other waveform defects from monochrome, color, composite and non-composite signals.

Portable or rack-mounted, the Model 20/20 can be used anywhere in a television system. At the terminal end it eliminates difficulties regardless of where they originate. It is equally effective for pre-broadcast or on-the-air correction. And Telechrome's engineers have made it simple enough for easy use by anyone after only a brief demonstration. See for yourself how the Model 20/20 dramatically cleans up transmission quality, assures continuous broadcast fidelity for maximum viewer and advertiser appeal.

For a demonstration, contact H. C. Riker, Vice-President, Marketing.

TELECHROME

AT THE FRONTIERS OF ELECTRONICS

ELECTRONICS E DIVISION

TELECHROME MANUFACTURING CORP., AMITYVILLE, L.I., NEW YORK
Division Offices: Lombard, Illinois • Van Nuys, California • Dallas, Texas • Washington, D.C.

GEORGE P. HOLLINGBERY CO.

Park-Sheraton

Personnel: George P. Hollingbery, Edward Spencer Jr., Fred Hague, Harry Wise, Philip Corper, Roy Edwards, Robert Pierce and Warren Nelson.

H-R REPRESENTATIVES

Sheraton Carlton, Suite 400

Personnel: Frank Headley, Frank Pellegrin, Jack White, Max Friedman, James Alspaugh, Avery Gibson.

THE KATZ AGENCY

Sheraton-Park, Suite E-520-22

Personnel: Eugene Katz, Edward Codel, M. S. Kellner, Scott Donahue, Walter Nilson, William Joyce, Roy Miller, Alan Axtell, James Muse, Halsey V. Barrett, Ken Klein.

JACK MASLA & CO.

Statler-Hilton

Personnel: Jack Masla, Allan Klamer, Donald Wolff, Carl Meyers.

THE MEEKER CO.

Sheraton-Park, Suite E-620-22

Personnel: Robert Meeker, Charles Standard, Robert Dudley, Carl Jewett.

JOHN E. PEARSON CO., JOHN E. PEARSON TELEVISION

Hay Adams Hotel

Personnel: John E. Pearson, Raymond Henze Jr., Allen Hundley, Bill Wilson, Russ Walker.

PETERS, GRIFFIN, WOODWARD

Mayflower

Personnel: H. Preston Peters, Lloyd Griffin, Robert Teter, Charles Kinney, Lee Vanden Handel, Vincent Piano, Lon King, William Waters, Arthur Muth, Jack Haskell, John Sias, William Bryan.

EDWARD PETRY & CO.

Shoreham, Suite C-100

Personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaReau, Ben Holmes, Martin Percival, Richard Hughes, Bill Larimer, Bill Pipher, Ted Page, Bill Rohn, Bob Hutton, Bill Steese.

Taped music by

MAGNE-TRONICS

SINCE 1954

"BETTER MUSIC and BETTER PROGRAMMING"

Radio Music

Expertly programmed for . . .
AUTOMATED AM/FM MAIN CHANNEL BROADCASTING

Musical Productions from both sides of the Atlantic

Background Music

Perfected to serve . . .
FM MULTIPLEXING
CATV OPERATIONS
WIRED LINE SYSTEMS
ON PREMISES SERVICES

SEE US AT THE NAB CONVENTION
SUITE E 709
MAGNE-TRONICS, INC.
49 West 45th Street, New York 36
EXHIBIT SPACE #37

PAUL H. RAYMER CO.

Sheraton-Carlton

Personnel: Paul H. Raymer, Fred C. Brokaw, Stuart M. Kelly, John Mulholland.

SPOT TIME SALES

DuPont Plaza

Personnel: Bill Heaton, Carl Loucks, John Erickson.

TELEVISION ADVERTISING REPRESENTATIVES INC.

Unassigned

Personnel: Larry Israel, Bob McGredy, Bob Hoffman, and Lamont (Tommy) Thompson.

VENARD, RINTOUL & McCONNELL

Sheraton-Park, Suites 489-91

Personnel: Lloyd George Venard, James V. Mc Connell, Stephen R. Rintoul, Howard B. Meyers, James Brown, Bob Allen.

WEED & CO.

Mayflower

Personnel: J. J. Weed, E. C. Metcalfe, E. J. Fitzsimmons, C. C. Weed, Clarke Brown, Dick Walker.

ADAM YOUNG COMPANIES

Sheraton-Park, Suite C-140

Personnel: Adam Young, James F. O'Grady Jr. and Stephen A. Machcinski Jr.

Networks

ABC-TV, ABC RADIO

Sheraton-Park, Suite B-720

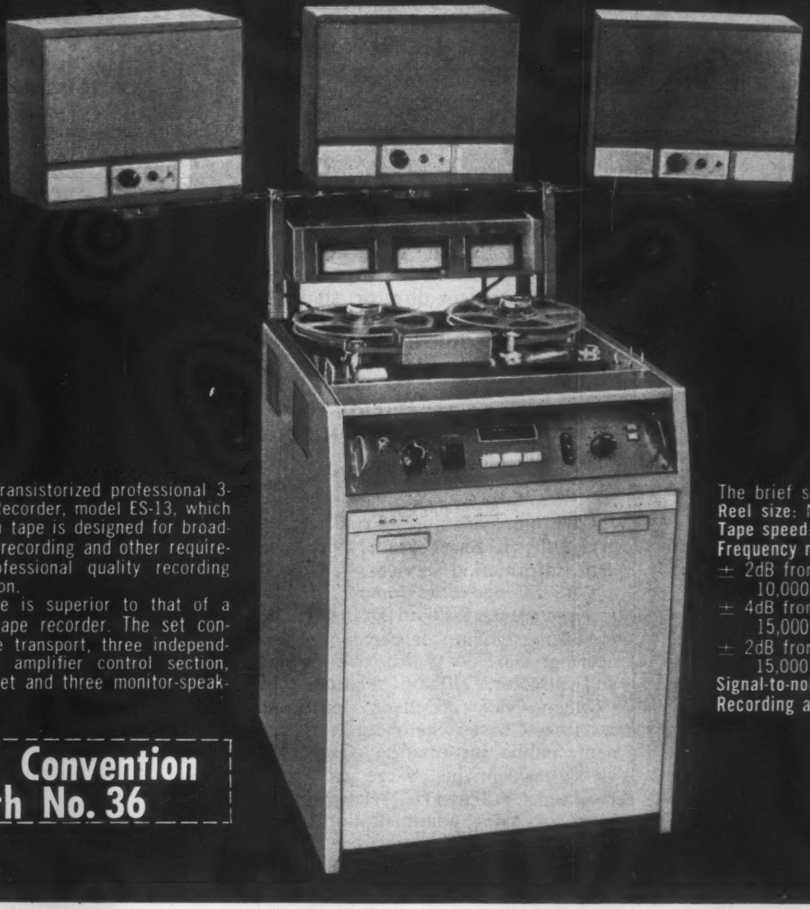
ABC-TV affiliates presentation will be held at 2 p.m. Sunday (May 7) in the Sheraton Hall of the hotel. In the same room at 5:30 p.m., a cocktail party will be held for affiliates and network executives with the radio affiliates meeting at 10 a.m. Sunday (May 7) in the Burgundy Room of the Sheraton-Park.

Personnel: Leonard Goldenson, president, AB-PT; Oliver Treyz, president, ABC-TV; Simon B. Siegel, financial vice president, AB-PT, and vice president, treasurer, ABC-TV; Herbert Hahn, vice president, AB-PT; James C. Hagerty, vice president in charge of news-special events and public affairs, ABC; Frank Marx, ABC vice president in charge of engineering; Alfred Schneider, vice president in charge of administration; Thomas Moore, vice president in charge of programming; Julius Barnathan, vice president for affiliated stations; Joseph Cox, tv station relations; Mortimer Weinbach, vice president and general counsel; Ed Bleier, vice president in charge of tv daytime sales; Giraud Chester, vice

SONY®

Research makes the Difference

NEW! ALL-TRANSISTORIZED PROFESSIONAL 3 CHANNEL TAPE RECORDER

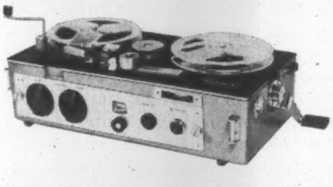


The SONY all-transistorized professional 3-channel Tape Recorder, model ES-13, which uses ½" width tape is designed for broadcasting, phono-recording and other requirements for professional quality recording and reproduction.
Its performance is superior to that of a vacuum tube tape recorder. The set consists of a tape transport, three independent amplifiers, amplifier control section, VU-meter cabinet and three monitor-speaker enclosures.

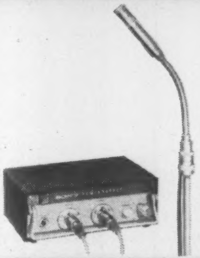
N.A.B. Convention
Booth No. 36

The brief specifications are:
Reel size: NARTB, 10½"
Tape speed: 7½" and 15 ips
Frequency response:
± 2dB from 40 — 10,000 cycles at 7½ ips.
± 4dB from 30 — 15,000 cycles at 7½ ips.
± 2dB from 30 — 15,000 cycles at 15 ips.
Signal-to-noise ratio: 55dB
Recording and playback curve: NARTB

EM-1 COMPLETELY TRANSISTORIZED PROFESSIONAL PORTABLE TAPE RECORDER — WEIGHT ONLY 11 POUNDS



The SONY all-transistorized portable shoulder type tape recorder, model EM-1, is ideal for all types of on the spot interviews, outdoors or indoors.
It measures only 6½" x 4½" x 13⅛", and weighs only 11 lbs. The tape transport is driven by a spring motor. The amplifier operates on six penlight batteries. Monitoring while recording and reproduction is due through earphone. The EM-1 is furnished with the SONY dynamic microphone, model FP-1.



C-17A — UNIDIRECTIONAL CONDENSER MICROPHONE FOR BROADCASTING USE. The SONY model C-17A is a newly developed unidirectional condenser microphone for broadcasting use, particularly for TV studios. Its excellent features of outstanding frequency response, reliable performance and streamlined appearance fulfill every requirement in the filed. The sensitivity is —50dB/lu bar at the output impedance of 250 ohms. **Only 11/16" in diameter and 3¾" in length. MODEL CP-3** is the power supply used with the condenser microphone, C-17A.

SONY CORPORATION OF AMERICA

514 BROADWAY, NEW YORK 12, N. Y.
Western Regional Office:
627 SOUTH TOWNE AVENUE, LOS ANGELES, CALIF.

®T.M.

PROGRAMMING PROBLEMS?
EQUIPMENT PROBLEMS?

for a sparkling image

**MacKenzie Multi-channel Automation*

STOP FUMBLING
with cartridges – levers – tapes – discs – obsolete temperamental gear

SAVE
those precious seconds – minutes – dollars

MACKENZIE INSTANT Audio
The standard of reliability

**A Significant Breakthrough!*

AUTOMATED AUDIO
Norman J. Ostby, General Manager
MACKENZIE ELECTRONICS, INC.
1025 NORTH Mc CADDEN PLACE, HOLLYWOOD 38, CALIF. / HOllywood 3-5186

NAB Convention Exhibit 15

president for owned and operated stations; Robert Coe, vice president in charge of tv station relations; Michael Foster, vice president in charge of press information; Ralph Hatcher, manager of tv station relations; Donald Shaw, director of station clearance, tv network; Joseph Giaquinto, manager of tv station clearance; Dean Linger, director of advertising, tv networks; Joseph Merkle, regional manager of tv station relations; Robert Curran and Carmine Patti, regional managers; Bert Briller, vice president in charge of sales development, tv network.

ABC Radio: Robert Pauley, vice president in charge; Jack Mann, national director of sales development, advertising and promotion; James Duffy, national director of sales; Theodore Douglas, eastern sales manager; William Rafael, national program director; George Sax, national director of program operations; Earl Mullin, national director of station relations; Don Schlosser, presentation writer; Frank Atkinson, assistant director, station relations; Harry Woodworth, western sales manager; Bill Cochrane, western manager for radio stations.

CBS INC., CBS TELEVISION NETWORK, CBS TELEVISION STATIONS DIVISION

Shoreham, Suite 600C

CBS Inc. personnel: Frank Stanton, president; Kidder Meade, vice president, information services.

CBS-TV network: James T. Aubrey Jr., president; William B. Lodge, vice president, affiliate relations and engineering; Carl S. Ward, vice president and director, affiliate relations; Jack Cowden, vice president, information services; Charles Steinberg, vice president, public information; Oscar Katz, vice president in charge of network programs; William H. Hylan, vice president of sales administration; Joseph Ream, vice president, program practices; Gordon F. Hayes, national manager, affiliate relations; Harris Feeney, manager of trade and business news; Edward Saxe, vice president, operations; James J. Kane, manager, affiliate press relations; Leonard DeNooyer and Art Fox, affiliate relations; George Zurich, sales service manager; George A. Koplin, sales manager, extended market plan, network sales; Robert F. Jamieson, assistant business manager and director, station clearances, network sales; Donald E. Clancy, administrative manager, affiliate relations; David R. Williams, eastern manager, affiliate relations; Edward E. Scovill, midwestern manager, affiliate relations; Bert Lown, western manager, affiliate relations, and Robert Wood, manager, contract and records, affiliate relations.

CBS tv stations division: Merle S. Jones, president; Craig Lawrence, vice president; Harvey Struthers, vice president, station services; Hal Hough, director, program services; Howard Kany, director, international business relations; Frank J. Shakespeare Jr., vice president and general manager, WCBS-TV New York; Bruce Bryant, vice president and general manager, CBS Television Spot Sales; John A. Schneider, vice president and general manager, WCAU-TV Philadelphia; Jim Conley, general sales manager, WCAU-TV Philadelphia; Clark George, vice president and general manager, WBBM-TV Chicago; Al Pierce, director of engineering, WBBM-TV Chicago; Bob Wood, vice president and general manager, KNXT (TV) Los Angeles; Gene Wilkey, vice president and general manager, KMOX-TV St. Louis. For CBS Radio, see page 123.

KEYSTONE BROADCASTING SYSTEM

Sheraton-Park, Suite D700-702

Personnel: Noel Rhys, Edwin R. Peterson, Richard Peterson, Charles Hammarstrom, James Gessner, Charlotte Tucker.

MBS

Suite E-420

Personnel: Robert F. Hurleigh, president; Charles Godwin, stations vice president; Charles King, station relations director; Frank W. Erwin, assistant to the president; Hal Wagner, manager of program development; Irv Lichtenstein, director of advertising and sales promotion; Stephen J. McCormick, news and operations vice president (Washington); Hal Gold, public relations director.

NBC

Sheraton-Park, Suite 320B

Personnel: Robert W. Sarnoff, chairman of the board; Robert E. Kintner, president; David Adams, senior executive vice president; P. A. Sugg, executive vice president, owned stations and spot sales; William McDaniel, executive vice president, radio network; Robert Stone, vice president and general manager, television network; Thomas Ervin, vice president and general attorney; Thomas Knode, vice president, station relations; William Trevarthen, vice president, operations and engineering; George Graham, vice president and general manager, radio network; Alfred Stern, vice president, enterprises division; Hugh M. Beville, vice president, research and planning; Albert Capstaff, vice president, radio network programming; Richard Close, vice president, spot sales; Donald Mercer, director, station relations; Sheldon Hickox, director, station relations, West Coast; Steven Flynn, director, station clearance and traffic; Arthur Johnson, manager, co-op and network station sales and planning; Ludwig Simmel, manager, radio sales service and traffic; William Duttera, manager, allocations engineering; Paul Hancock, Paul Rittenhouse, Raymond O'Connell, William Kelley, Malcolm Laing, Anthony Cervini and Joseph Berhalter, station relations regional managers; Cornelius Sullivan, manager, administration and services.

Syndicators

ABC FILMS

Sheraton-Park, Suite 620B

Personnel: Henry G. Plitt, Harold J. Klein, Howard B. Anderson, Al Hartigan, Mike Gould, John Tobin, James Delaney, Bill Hannah, Don Joannes, Dick Buch and Olga Gomez.

CALIFORNIA NATIONAL PRODUCTIONS

Sheraton-Park

Personnel: Herbert S. Schlosser, Carl Lindemann Jr., Daniel M. Curtis, Clifford Ogden, Bill Breen, Edward A. Montanus.

CBS FILMS INC.

Shoreham, Suite B-600

Persinnel: Sam Cook Diggs, Robert F. Lewine, Fred Mahlstedt, James Victory, James McCormick, Walter Scanlon, Murray Benson, Henry T. Gillespie, William Perkinson, Edward Hewitt, Barr Sheets, Carter Ringlep, George Diederich, Fred Gilson.

COMMUNITY CLUB SERVICES

Mayflower

Personnel: John C. Gilmore, William M. Carpenter, Bess Gilmore, Phil Peterson, Len Hornsby, Sam Brownstein, Richard N. Robbins, Martin While, Jack Gainey, Mark Fabre, Gregg Reeser, John Mark, Ray Baker, Dave Campbell. Guests: Robert M. Stelzer, president, Student Marketing Institute and Mr. & Mrs. John Ready, principal of Greens Farms School, Westport, Conn.

HARRY S. GOODMAN PRODUCTIONS

Sheraton-Park, Suite A211-215

Personnel: Everett F. Goodman, Harry S. Goodman.

JAYARK FILMS CORP.

Shoreham

Personnel: Reuben R. Kaufman, Harvey Victor, Ed O'Brien and Fred Yardley.

LANG-WORTH FEATURE PROGRAMS

Shoreham, Suite 6509

Personnel: John D. Langlois, C. O. Langlois Jr., Hugh S. Allen, Ed Gar-

"Tighter cueing and better sound . . . we are very pleased."
Leroy A. Bellwood, KOGO

". . . no more noisy playbacks or jumping grooves. We have not bought a single acetate blank disc since installing your machines in July, 1960."
William R. Hoos, WFBR

"In my opinion, no station should be without a SPOTMASTER."
Dan Diener, WUST

"We at WRTA feel that SPOTMASTER is the most versatile instrument introduced to broadcasting since the advent of tape."
Louis Murray, WRTA

Our DJ's say, "take anything but don't take our SPOTMASTER!"
M. H. Blum, WANN

"With a small staff, we are able to utilize SPOTMASTER . . . in such a way that it sounds as if we had 30 or 40 guys milling around fighting to get on the air. In other words, we get a much bigger, better sound."
Curt White, WDMV

"We are still finding new uses for our Spotmasters. It has been a time saver, money saver and a lifesaver for WICO."
Bob Doyle, WICO

"Take them away from us and you may as well have taken our microphones. No more scratchy E.T.'s, only the highest quality sound for every client."
Tom Kita, WLEE

". . . even the sales department have nothing but praise for the efficiency and dependability of the SPOTMASTER."
Sidney Magelof, WEZL

"We have improved our production immensely."
Art Shultz, KING

". . . frankly, I don't know how we ever got along without this equipment."
J. T. Showden, Jr. WGTC

"Extremely delighted, works beautifully and the service is excellent. I highly recommend the SPOTMASTER."
Pierre Eaton, WINX

. . . the whole industry is broadcasting the praises of

Spotmaster

PUSHBUTTON BROADCASTING

Spotmaster is America's number one tape cartridge equipment. Spotmaster is the most field-tested, most field-proven equipment available. And, Spotmaster is more than a promise; you get guaranteed delivery dates.

BROADCAST ELECTRONICS, INC.
8800 BROOKVILLE ROAD, SILVER SPRING, MD.
TELEPHONE JU. 8-4983

WIN!
Spotmaster "500" Complete Recorder and Playback Unit in One Compact Package. Simply See Spotmaster at the NAB Convention. Free entry blanks at the VISUAL ELECTRONICS booth, the VISUAL ELECTRONICS suite (G609, Shoreham Hotel) or RICHARD H. ULLMAN suite (103C, Shoreham Hotel).

diner, Robert O. Boehmer, Mort Silverman.

MAGNA-TRONICS INC.

Shoreham, Suite E709

Personnel: Thomas L. Clarke Jr., Joseph F. Hards, Alfred J. Kendrick.

MCA-TV LTD.

Sheraton-Park, Suites E220-22

Personnel: David V. Sutton, Lou Friedland, De Arv Barton, Bob Greenberg, Frank Brill, Jim Stirton, Ernie Montgomery, Hal Golden, Ed Aaronoff.

MGM-TV

Sheraton Park, Suite C540

Release of selected post '48 MGM feature films for tv will be announced. In addition, release of 700 pre-'48 features and various short subjects, including 135 MGM cartoons, 52 *Our Gang* Comedies, 69 *Passing Parades,* 48 *Crime Does Not Pay* and 101 *Pete Smith* specialties will also be disclosed.

Personnel: Richard A. Harper, Paul B. Mowrey, Richard G. Yates, Charles Alsup, Lou Israel, Keith Culverhouse.

MODERN TALKING PICTURE SERVICE

Statler-Hilton

Personnel: Phil Di Meo, Ralph Del Coro.

OFFICIAL FILMS

Sheraton-Park

Personnel: Russ Raycroft, Bob Behrens.

RCA RECORDED PROGRAM SERVICES

Shoreham

Personnel: Alfred B. Sambrook.

SCREEN GEMS

Sheraton Park, Suite C440

Personnel: Robert Seidelman, Stanley Dudelson, Daniel Goodman, William Hart.

SESAC INC.

Sheraton Park, Suite B520-22

Personnel: Mr. & Mrs. E. S. Prager, W. S. Myers, Sidney Guber, Charles Scully, Mr. & Mrs. Harold Fitzgerald, Mr. & Mrs. Frank Atkins, Mr. & Mrs. Glenn Ramsey, Mr. & Mrs. Ed Cooney, Linda Loddengaard.

SEVEN ARTS ASSOCIATED CORP.

Sheraton Park, Suite C240

Personnel: Robert Rich, Don Klauber, Boyd Krause, Jack Heim, Bob Hoffman, Bill Humphreys, George Mitchell, Lester Tobias, Dave Hunt, Ben Elrod, Kirk Torney, Herb Richek, Harvey Chertok.

STERLING TELEVISION CO.

Sheraton-Carlton

Sterling will announce two new syndicated offerings: *Adventure Theatre,* a one-half hour series, and *Big Moment,* a five-minute sports show.

Personnel: Elliott Abrams.

TRANS-LUX TV CORP.

Shoreham Suite C304

Personnel: Richard Brandt, Richard Carlton, Art Mannheimer, Murray Oken, Bud Ormond, Roz Karan and Robert Weisberg.

RICHARD H. ULLMAN INC.

Shoreham, Suite 103C

Division of Peter Frank Organization, Hollywood, distributing radio and tv program and production services, jingles, "The Big Sound;" "Formatic Radio;" target and IMN jingles; Ev Wren Productions; Spotmaster tape cartridge equipment.

Personnel: Peter Frank, Marvin A. Kempner, Herb Berman, Gene Daniels, Bernie Edelman, Charles Grood, Harry Sanger, Barry Winton, Fred Winton, Herb Eiseman.

VIDEOTAPE PRODUCTIONS OF NEW YORK INC.

Unassigned

Personnel: Howard S. Meighan, Don Collins and Herbert W. Hobler.

WORLD BROADCASTING SYSTEM

Sheraton Park, Suite M689-91

Personnel: Paul Harron, Frank Knight, John Murphy, Dick Crane, Russ Starner.

ZIV-UNITED ARTISTS

Sheraton-Park, Suite C340

Personnel: M. J. Rifkin, Len Firestone, Ed Broman, Al Goustin, Pierre Weis, Ken Joseph, Dick Lawrence, Jim Weathers, Leon Bernard.

Miscellaneous

AMERICAN RESEARCH BUREAU INC.

Shoreham, Suite 702

ARB reports for all television markets and other material will be available as well as the ARB 1960 coverage study. A color slide presentation of ARB material and its use will be shown every two hours.

Personnel: James Seiler, Mrs. Betty Seiler, Ralph Crutchfield, Bill Shafer, J. Rupp, Roger Cooper, Ace Kellner, Clay Braun, Albert Petgen, George Corey, Donald Kniff.

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500
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USERS

Over 500 AM, FM and TV stations throughout the world have—

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- Improved overall limiter and AGC amplifier performance.
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Symmetra-Peak is a special passive network and its function is not duplicated by limiters or AGC amplifiers. Thus, Symmetra-Peak gives up to 4 db additional boost in station coverage. Order today or get a first-hand report by writing for a list of Symmetra-Peak customers in your own area.

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Shoreham

Personnel: F. R. MacFarland, W. B. Kelley, L. M. Munford.

ASSOCIATED PRESS

Sheraton-Park, Franklin Room

Personnel: Oliver Gramling, Lou Kramp, Jim Coldsmith, Tom Cunningham, Jerry Gill, Douglas Lovelace, Frank Stearns, Andy Anderson, Tom Coleman, Burl Ely, Jim Firmin, Howard Graves, Jim Keel, Bob Myers, Tom Pendergast, Bob Rousek, Bob Shipley, Jim Smith, Roy Steinfort, Tom Stuetzer, Bob Lundy, Bob Wells.

BROADCAST ADVERTISERS REPORTS

Sheraton-Park, Suite M658-60

BAR distributes the Tv Agency Guide, a pocket reference to individual brands using television and the agencies buying time for each. The BAR station handbook and the BARdex classified index to spot television in the four major regions of the U. S. will be distributed.

Personnel: George W. Schiele, Phil Edwards, Bob Morris.

MEDIA/SCOPE

Statler-Hilton

Personnel: A. W. Moss, Roy Hess, Peter Finch, James McCann.

A. C. NIELSEN CO.

Sheraton-Park Hotel, Suite A100

An international cheese buffet table will be operated with the compliments of the 14 overseas Nielsen companies. Free materials will include the annual state-of-the-media report.

Personnel: John Churchill, Bill Wyatt, Ben Wilson, Jim Shoemaker, Henry Rahmel, George Baillie, Warren Cordell, Erwin Ephron, Ed Evans, Bill MacDonald, Doug Scanlon, Dick Shane, Dave Traylor, Don Waterbury, George Blechta, Bill Ryan, Joe Matthews, Bill Weseloh, George Ralph.

THE PULSE INC.

Sheraton-Park, Suite F140-141

Made-to-measure qualitative studies will be available in the hospitality suite.

STANDARD RATE & DATA SERVICE

Sheraton-Park, Suite E120-22

Personnel: Jack Williams, Al Fagans, Bill Pierce, Dwyer Roche, Al Ingram, Clinton Abbott, Thomas O'Hara, Jack Cusick.

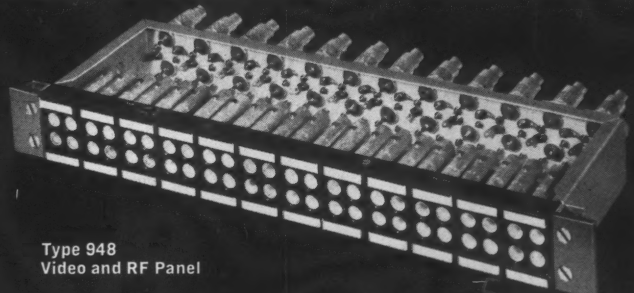
UNITED PRESS INTERNATIONAL

Sheraton-Park, Suite A-200

UPI is presenting an exhibit in conjunction with TelePrompTer Corp. and Polaroid Co. in the TelePrompTer exhibition booth.

Personnel: C. Edmonds Allen, LeRoy Keller, W. R. W. Higginbotham, Fred

NEMS-CLARKE
AUDIO, VIDEO and RF JACK PANELS
FOR 70 OHM AND 50 OHM LINES



Type 948
Video and RF Panel

Designed for minimum rack space and made of high quality materials, Type 948 Nems-Clarke Jack Panels are compatible with RCA and Western Electric equipment.

In video and RF Jack Panels provision can be made on the sub-chassis for 12, 18, or 24 Amphenol connectors and plugs — to permit disconnection of long lines when necessary. Heat-treated beryllium copper spring contacts assure long, maintenance-free service. Silver and gold flash types are available.

●

FIELD INTENSITY METER The Nems-Clarke 125 Field Intensity Meter is a lightweight, portable instrument for measurement of a wide range of radio signal intensities in the band from 1.5 to 5 MC. A primary application is to measure transmitter harmonic radiation to satisfy the annual and pre-license requirement of Rule 3.47(A)(5), as described in the NAB Engineering Handbook.

●

SELF-NORMALLING JACK [A Significant Step Forward] The Nems-Clarke 999 Self-Normalling Jack provides coaxial patching facilities where 70 and 50 OHM lines are used—with fairly stable patching layouts, where a number of "normal through" conditions exist.

Looping plugs can be deleted, since looping is constant and can be interrupted only by the insertion of a plug from front of jack panel. Removal of plug instantly restores "normal through" condition. The Self-Normalling Jack has VSWR of less than 1.15:1 in frequencies up to 260 MC.

Vitro ELECTRONICS A DIVISION OF VITRO CORPORATION OF AMERICA
PRODUCERS OF NEMS-CLARKE EQUIPMENT
919 JESUP-BLAIR DRIVE, SILVER SPRING, MARYLAND / 2301 PONTIUS AVENUE, LOS ANGELES 64, CALIFORNIA

MISCELLANEOUS CONTINUED

A. Parker, Wayne C. Sargent, C. R. Woodsum, William C. Payette, Aaron E. Loney, H. C. Thornton.

U. S. ARMY

West Lobby

The Army's weekly television series, *The Big Picture,* and radio series, *The Army Hour,* will be depicted and plaques awarded to radio and tv stations for outstanding public service.

Personnel: Lt. Col. Franklin K. Tourtellotte, Lt. Col. Thomas B. Clagett, Stanley Field, Capt. John R. Swee, M/Sgt. Neil S. Robinson and M/Sgt. Donald Cosgrove.

ADVANCE REGISTRATION NAB CONVENTION

NEXT WEEK IN WASHINGTON

A

Aaron, J. C., WMVA Martinsville, Va.
Abbott, Clint, Standard Rate & Data, Skokie, Ill.
Abel, Charles, Marietta Broadcasting Inc., San Diego, Calif.
Abrams, Earl, BROADCASTING magazine
Adams, David C., NBC, New York
Adams, Ernest L., Miami Valley Broadcasting Corp., Dayton, Ohio
Adams, Irwin S., KGON Portland, Ore.
Adams, Richard E., WKOX Framingham, Mass.
Adams, Robert, WTOP-TV Washington
Adanti, Paul, WHEN & WHEN-TV Syracuse, N.Y.
Adler, Ben, Adler Electronics, Inc., New Rochelle, N.Y.
Adler, S. L., KTLA (TV) Hollywood
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Albrecht, Harry, Crosley Broadcasting Corp., Chicago
Aldridge, Mahlon, KFRU Columbia, Mo.
Alexander, Jack D., Futursonic Productions Inc., Dallas
Alexander, John, WFLA Tampa, Fla.
Alford, Andrew, Alford Manufacturing Co., Boston
Alford, Mrs. Andrew, Alford Manufacturing Co., Boston
Allen, C. Edmonds, UPI, New York
Allen, Edward Jr., WDOR Sturgeon Bay, Wis.
Allen, G. M., Statesville Broadcasting Co. Inc., Statesville, N. C.
Allen, Hugh S. Jr., Lang-Worth Feature Programs Inc., New York
Alley, Wade H., WHIO Dayton, Ohio
Alspaugh, Dr. Harold, Standard Rate & Data, Skokie, Ill.
Alsup, Charles, MGM-TV Culver City, Calif.
Amaturo, Joseph C., WIRE Indianapolis, Ind.
Amole, Gene, KDEN Denver
Amoo, Lloyd R., North Dakota Broadcasting Co., Valley City, North Dakota
Anderson, Albert A., WKOX Framingham, Mass.
Anderson, Carl Q., KREY-TV Montrose, Colo.
Anderson, Elwood C., WORK York, Pa.
Anderson, Gilbert L., WJW-TV Cleveland
Anderson, Howard B., ABC Films, Inc., New York, New York
Anderson, W. N., Independent Television Authority, London, England
Araki, Tsuneo, Tokyo Shibaura Electric Co. Lts., Kawaski, Japan
Armstrong, George W., Storz Broadcasting Co., Kansas City
Arnold, Russ, WTHI Terre Haute, Ind.
Arnoux, Campbell, WTAR Norfolk, Va.
Arries, Leslie G. Jr., WHDH Boston
Asher, James D., TV & Radio Broadcasting Corp., Quincy, Mass.
Atkinson, Frank, ABC-Radio, New York
Attaway, Douglas F., KSLA-TV Shreveport, La.
Atwood, Jack S., WCSH-TV, Portland, Me.
Aubrey, James T., CBS, New York, N.Y.
Augustine, Caley, WIIC Pittsburgh
Averett, Elliott, The Bank of New York, New York
Avery, Lewis H., Avery-Knodel Inc., New York
Axton, Bailey, KTOP Topeka, Kan.
Axton, Mrs. Bailey, KTOP Topeka, Kan.

B

Bacus, Roy, WBAP-AM-FM-TV Fort Worth
Bagwell, Ken, WAGA-TV Atlanta
Bagwell, Norman P., WKY Oklahoma City
Bahakel, Cy N., WRIS Roanoke, Va.
Bahr, Warren A., Young & Rubicam, New York
Bailey, Fred L., WJBC Bloomington, Ill.
Baillie, George, A. C. Nielsen, Chicago
Baird, Robert M., Blackburn & Co., Atlanta
Baird, Will Collier, Jr., WFMB Nashville, Tenn.
Baker, R. Karl, WLDS Jacksonville, Ill.
Baker, T. B. Jr., WLAC-TV Nashville
Baker, Vernon H., WESR Tasley, Va.
Baker, Virginia L. (Mrs.), WESR Tasley, Va.
Balaban, Elmer, The Balaban Stations, Chicago
Balch, Frank A., WJOY Burlington, Vt.
Baldinger, Wilbur, Television Digest, Washington
Baldwin, John M., WTCN Minneapolis
Baldwin, William, KWWL Waterloo, Iowa
Baltimore, David M., WBRE Wilkes-Barre, Pa.
Baltimore, Louis G., WBRE Wilkes-Barre, Pa.
Bankson, John P., Jr., Miller & Schroeder, Washington
Bannister, Harry, NBC, New York
Bannister, John G., NAFI Oakland, Calif.
Bannon, Hugh, Raytheon Co., Waltham, Mass.
Bantle, Lou, Tv Stations Inc., New York, New York
Bare, John D., WHVR Hanover, Pa.
Barnathan, Julius, ABC-TV, New York
Barnes, Tom, WDAY Fargo, N.D.
Barrett, John, WKBW Buffalo
Barrington, Jay P., WDAF Kansas City
Bartell, Mel, Bartell Broadcasters, New York
Bartlett, Marcus, WSB-TV Atlanta
Bartlett, Walter E., WLWC (TV) Columbus, Ohio
Barton, Ed, KPLC Lake Charles, La.
Barton, Morris C., KSLA-TV, Shreveport, La.
Bateman, Frank F., WBTV (TV) Charlotte, N.C.
Bates, William A., WDAF Kansas City
Batson, Charles A., WIS-TV Columbia, S.C.
Baudino, Joseph E., Westinghouse Broadcasting Co., Washington
Bauer, A. J., WINK Ft. Myers, Fla.
Baxter, Lionel F., Storer Broadcasting Co., Miami Beach
Beach, Ross, KAYS Hays, Kan.
Beadell, Walter, Gill-Perna, Chicago
Beard, Fred, WJDX-WLBT (TV) Jackson, Miss.
Beatty, J. Frank, BROADCASTING magazine
Beaudin, Ralph W., WLS Chicago
Bechtel, Gene, KQAQ Austin, Minn.
Beck, John, KTAR Phoenix
Becker, A. Harry, A. Harry Becker, Washington
Beckman, Alfred R., ABC, Washington
Bedwell, Raymond T. Jr., Marquette University, Milwaukee
Beemster, Rev. M. J., WBAY-TV Green Bay, Wis.
Belaska, Frank G., WTRY Troy, N.Y.
Belche, Bill, WIDU Fayetteville, N.C.
Belk, Henderson, WIST Charlotte, N.C.
Bellwood, LeRoy A., KOGO/KOGO-TV Radio KFSD Inc., San Diego, Calif.
Bentson, N. L., WLOL Minneapolis
Berentson, Ben, WGN Chicago
Berg, Benjamin, Albion Optical Co., Hollywood
Berger, Lawrence, KTWO Casper, Wyo.
Bergquist, P., RCA, Camden, N.J.
Berhalter, Joseph J., NBC, New York
Berk, Roger G., WAKR-TV Akron, Ohio
Berk, S. Bernard WAKR-TV Akron, Ohio
Berk, Viola, WAKR-TV Akron, Ohio
Bernard, J. J., KTVI St. Louis
Berkman, Jack N., WSTV-TV Steubenville, Ohio
Bernstein, Fred, Radio Tv Reps., New York
Bernstein, Lester, NBC, New York

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Essential wherever 60 cycle power must be transferred efficiently across two points with *very low capacitance* or at *very high voltages.*

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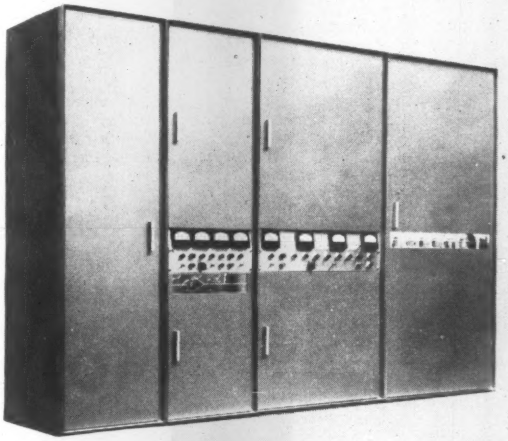
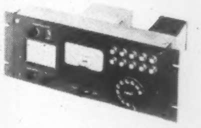
General Electronic Laboratories Announces the Acquisition of Rust Remote Control Systems



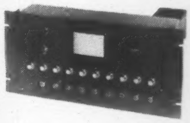
GEL 15KW FM Broadcast Transmitter



Series C-108-0C

Rust Remote Control Equipment

Series C-108-1C



The Rust line of Remote Control Systems and the field-proven GEL Multiplexers and 1KW and 15KW FM Transmitters, equipment names that have earned respect for reliability, are now available from a single source . . . General Electronic Laboratories, Inc., of Cambridge, Massachusetts.

See the latest GEL-RUST Equipment at the NAB Convention.

On Display will be:
15KW FM BROADCAST TRANSMITTER
1KW FM BROADCAST TRANSMITTER
FM MULTIPLEX SYSTEM
RUST REMOTE CONTROL EQUIPMENT

Booth 12 NAB

General Electronic Laboratories' equipment has demonstrated trouble-free dependability throughout the country.

Write to Broadcast Sales, Dept. 1, for GEL FM Technical Bulletins and Rust Equipment Information.

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Natick, Mass.
Tel: OLympic 5-0190

Berryhill, J. L., KRON-TV San Francisco
Beville, Ross, WWDC Washington
Bevis, Charles C. Jr., Maximum Service Telecasters, Washington
Bice, Max H., KTNT-TV Seattle
Biddle, Dick, WOWL-AM-TV Florence, Ala.
Biederman, Les, WPBN-TV, WTCM Traverse City, Mich.
Biggar, George C., WLBK OeKalb, Ill.
Biggs, Marion Art, KHOU-TV Houston
Bingham, George W., WGNY and WKIP Newburgh & Poughkeepsie, N.Y.
Bishop, Burton, KCEN-TV Temple, Tex.
Bissell, George F., Plattsburgh Broadcasting Corp., Plattsburgh, N.Y.
Bitzer, R. J., WLBH Matoon, Ill.
Black, Elizabeth, Cotten & Aleshire, New York
Blackburn, James W., Blackburn & Co., Washington
Blackburn, Richard K., Gannett Co., Rochester, N.Y.
Blackley, Charles P., WTON Staunton, Va.
Blackman, E. G., WLAC Nashville, Tennessee
Blanchette, W. C., KFBB Great Falls, Mont.
Bland, Al, Crosley Broadcasting Corp., Cincinnati
Blatterman, H. L., KFI Los Angeles
Blechta, George, A. C. Nielsen Co., New York
Bleier, Edward, ABC, New York
Block, Richard C., Kaiser Broadcasting, Honolulu
Bloom, J. D., WWL-TV New Orleans
Bloomberg, Haskell, station broker, Lowell, Mass.
Bloomberg, Herbert, WWCO Waterbury, Conn.
Bloyd, James E., WEWS (TV) Cleveland, Ohio
Blue, Ron B., KBYE, Oklahoma City
Blum, Morris H., WANN/WXTC Annapolis, Md.
Blume, Jack P., Fly, Shuebruk, Blume & Gaguine, Washington
Bogan, Rupert, WBAP-AM-FM-TV Fort Worth
Boice, Hugh K. Jr., WEMP Milwaukee
Bolas, George A., Chicago
Boler, John W., KXGO-KXJB-TV Fargo, N.D.
Bolling, G. William III, The Bolling Co., New York
Bolling, George W., The Bolling Co., New York
Bonansinga, Joe, WGEM Quincy, Ill.
Bonbright, Daniel C., EMI/US Ltd., Hollywood
Bondy, Hugo A., WAGA-TV Atlanta
Bonebrake, M. H., KOCY Oklahoma City, Okla.
Bookwalter, L. S., KOIN-TV Portland, Ore.
Booth, John S., WCHA Chambersburg, Pa.
Bordley, Robert A. J., WTOP-TV Washington
Borel, Richard A., WBNS-TV Columbus, Ohio
Bormann, Jim, WCCO Minneapolis
Bornholdt, John N., Armed Forces Radio Service, New York
Bostic, Tom, Cascade Broadcasting Co., Yakima, Wash.
Bottom, Raymond B. Jr., WGH Newport News, Va.
Bouldin, John W. Jr., WMVA Martinsville, Va.
Boundy, Glenn G., Storer Broadcasting Co., Miami Beach
Bowen, Dan, Gill-Perna, Detroit
Bowley, Raymond J., WBC Inc., New York
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Box, John F., Jr., The Balaban Stations, St. Louis
Boyd, Ray, KNOE-TV Monroe, La.
Boyer, Edward, WBOB Galax, Va.
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Brady, Francis X., Cohen and Aleshire, New York
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Brandt, Richard, Trans-Lux Television Corp., New York
Brannen, Denver T., KCIL Houma, La.

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Headquarters for BROADCASTING and *Television* magazines during the NAB convention May 7-10 will be maintained in the Madison Room of the Sheraton-Park Hotel. The suite is located on the mezzanine and is reached by a short flight of stairs to the right of the main entrance of the hotel.

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Representing *Television* will be Ken Cowan, Don West and Frank Chizzini.

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Brauer, Nick, WTMJ Milwaukee, Wis.
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Bray, Robert W., WHNB-TV West Hartford, Conn.
Brechner, Jos. L., WLOF-TV Orlando, Fla.
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Breckher, Robert, KTTV (TV) Los Angeles, Calif.
Bremser, R. Lyell, KFAB Omaha, Neb.
Brennan, Charles E., consulting radio engineer, Milwaukee
Brenner, Joseph, broadcast attorney, Beverly Hills, Calif.
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Bretherton, Thomas S., The Community Broadcasting Co., Toledo, Ohio
Brewster, F. Wayne, KHOL-TV, KHPL-TV, KHOL-FM Kearney, Neb.
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Burton, Don, WLBC Muncie, Ind.
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Chauncey, Tom, Mrs., KOOL, KOLD Phoenix, Ariz.
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Chizzini, Frank, TELEVISION magazine
Christal, Henry I., Henry I. Christal Co., N.Y.
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Clevenger, Claude, KAKE-TV Wichita Kan.
Clift, Floyd E., WLIJ, Shelbyville, Tenn.
Clipp, R. W., WFIL-TV Philadelphia

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Codding, Wm., WSUN St. Petersburg, Fla.
Codel, Edward, The Katz Agency, New York
Coe, Dee O., WWCA Gary, Ind.
Coe, Robert L., ABC, New York
Cohan, John C., Salinas Valley Broadcasting, Salinas, Calif.
Cohan, Mrs. John, KSBW-TV Salinas, Calif.
Cohen, Ansley D. Jr., WUSN-TV Charleston, S.C.
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Corwin, Sherrill C., Corwin Radio & Tele. Ent., Los Angeles, Calif.
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Cowan, Ken, TELEVISION magazine
Covell, Arthur E., WKZO-TV, Kalamazoo, Mich.
Covington, Oscar P., WCOV Montgomery, Ala.
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Crafton, Patrick H., WCPO Cincinnati
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Crain, Paul, KUDI Great Falls, Mont.
Cran, W.C.T., CFRB Toronto, Ont.
Crater, Rufus, BROADCASTING magazine
Crawford, A. Arthur, KCBH Los Angeles
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Creutz, John, Creutz, Steel & Snowberger, Washington
Cripe, Jesse H., WFGA-TV Jacksonville, Fla.
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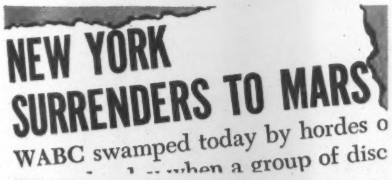

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Crowl, H. K. (Bud), WAVI, Dayton, Ohio
Crutchfield, Charles H., Jefferson Standard Broadcasting Co., Charlotte, N. C.
Culver, John P., WGKA Atlanta, Ga.
Culver, Ronald H., Lohnes and Culver, Washington
Cuneen, Mike, WDLA Walton, N. Y.
Cunningham, Marion L., KTWO Casper, Wyo.
Curran, Don B., ABC, New York
Curran, Robert (Bud), ABC-TV, New York
Curry, R. C., Vitro Electronics, Silver Spring, Md.
Cusick, Jack, Standard Rate & Data, New York
Czarra, Edgar F., AMST, Washington

D

Daggett, Parker, KBOX Dallas
Dahl, Howard, WKBH-WKBT (TV) La Crosse, Wis.
Dahlberg, Mrs. Elizabeth T., Lohnes and Culver, Washington
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Dailey, Don C., KGBX, Springfield, Mo.
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Damm, Fred, Collins Radio Co., Cedar Rapids, Iowa
Danely, Glenn, KOCO-TV Oklahoma City, Okla.
Daniel, W. Dodd, WLOF-TV Orlando, Fla.
Dannenbaum, W. A., WBC, New York
Darch, Will R., WSBT South Bend, Ind.
Daugherty, Roger M., Standard Electronics, Farmingdale, N. J.
Davidson, Bryan, WFIW Fairfield, Ill.
Davidson, Mrs. Georgia M., KTVB (TV) Boise, Idaho
Davidson, Sid, KOA Denver
Davies, O. R., Rahall Radio Group, Allentown, Pa.
Davies, W. L. C. (Bill), NWS-9, Adelaide, Australia
Davis, Donald D., KMBC Kansas City, Mo.
Davis, Edward, KDFC San Francisco
Davis, George C., George C. Davis, Washington
Davis, Hugh, KNDO-TV Yakima, Wash.
Dawson, W. Thomas, CBS, New York
Dean, James E., Printers' Ink, New York
Dean, William A., WWL New Orleans
Deck, Stanley, KDIX Dickinson, N. D.
DeCouteau, Tony, KMSO-TV Missoula, Mont.
DeDomincis, Aldo, WHAY New Britain, Conn.
DeGroot, Don, WWJ Detroit
Dehave, Robert E., KYSM Mankato, Minn.
Delehanty, James, Television Digest, Radnor, Pa.
DeLier, Jacques, KWTV (TV) Oklahoma City
Dennis, Ed., KMBC-TV Kansas City, Mo.
Dennis, Harry, WERE Cleveland
Dennis, Lloyd W., WTOP Washington
Denny, Charles E., Broker & Radio & TV Consultant, Boca Raton, Fla.
Derham, D. E., Minnesota Mining & Mfg. Co., St. Paul
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DeSmit, Donald, WKZO-TV Kalamazoo, Mich.
Dettman, R. A. KDAL-TV Duluth, Minn.
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Devine, John, KVOO-TV Tulsa
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Dewitt, John H. Jr., WSM Nashville
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Dillard, Everett L., WDON-WASH (FM) Washington
Dille, John F., Jr., WKJ, WTRC, WSJV-TV South Bend, Ind.
Dillon, Bob, KRNT-TV Des Moines, Iowa
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Dixon, Mason, KFTM Fort Morgan, Colo.
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Dodson, William S., WCNH Quincy, Fla.
Doherty, R. P., TV-Radio Mgmt. Corp., Washington
Dolberg, Glenn, Broadcast Music Inc., New York
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Douglas, Harold, KMMO Inc., Marshall, Mo.
Douglass, J. W., WJAX Jacksonville, Fla.
Douglas, Jack E., WCSI Columbus, Ind.
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Drown, Douglas, WTWN St. Johnsbury, Vt.
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Dudley, Richard D., WSAU-AM-TV, WLIN Wausau, Wis.
Dudley, Robert, The Meeker Co., New York
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Duncan, Harmon L., WTVD Durham, N. C.
Duncan, Virgil D., WRAL Raleigh, N. C.
Dundes, Jules, KCBS San Francisco
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Dunville, R. E., Crosley Broadcasting Corp., Cincinnati
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Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington

E

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Eastwood, Clive, CFRB Toronto, Ont.
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Evans, Herbert E., Peoples Broadcasting Corp., Columbus, Ohio
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Feldman, Samuel E., WEBB Baltimore
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Ferguson, Robert W., WTRF-TV Wheeling, W. Va.
Ferri, John V., WPRO-TV Providence, R. I.
Ferrise, A. Garen, WMMN Fairmont, W. Va.
Fetzer, John E., Fetzer Broadcasting Co., Kalamazoo, Mich.
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Fisher, Earl, WVJS Owensboro, Ky.
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Fitch, Marcie, KGLN Glenwood Springs, Colo.
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Fletcher, Ruthe A., KSEI Pocatello, Idaho
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Flynn, Stephen A., NBC, New York
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Foster, Joe B., KTBS-TV Shreveport, La.
Foulkes, George A., WTHI Terre Haute, Ind.
Fowler, William P., WMAL Washington
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Fox, Carl, KYTV (TV) Springfield, Mo.
Fox, Jack, WHNB-TV West Hartford, Conn.
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Franz, Henry, The WFBM Stations, Indianapolis
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Freund, Ruth, TV Stations Inc., New York
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Friedland, Milton D., WICS Springfield, Ill.
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Froelich, Harold, WTVO (TV) Rockford, Ill.
Fry, Paul R., R. C. Crisler & Co., Omaha
Fullen, Roy E. III, WTVD (TV) Durham, N. C.

G

Gafford, Jack C., Advertising Age, New York

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Gaither, Frank, WSB Atlanta
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Gallimore, J. A. Blue Ridge Broadcasting Co., Seneca, S. C.
Gallimore, Mrs. J. A., Blue Ridge Broadcasting Co., Seneca, S. C.
Galusha, Merl L., WGY, WRGB (TV), WGFM (FM) Schenectady, N. Y.
Gamble, Joseph A., WRBL-AM-TV Columbus, Ga.
Gamble, Joseph E., KJOY Stockton, Calif.
Gammons, Earl H., Washington
Gardner, Redd, KCRG Cedar Rapids, Iowa
Garner, John, KMBC-TV Kansas City, Mo.
Garten, C. Tom, WSAZ-TV Huntington, W. Va.
Gaspard, George W., Vitro Electronics, Silver Spring, Md.
Gaston, Otis, WKZO Kalamazoo, Mich.
Gatchell, C. E., WGAN Portland, Me.
Gates, Charles, WGN Chicago
Gates, Robert A., WFAH Alliance, Ohio
Gautney, George E., Gautney & Jones, Washington
George, Carl E., WGAR Cleveland
George, Clark, WBBM-TV Chicago
George, Russell, Speidel Broadcasting Corp., Columbia, S. C.
Gerity, James Jr., WNEM-TV Saginaw, Mich.
German, Daniel, WKTV (TV) Utica, N. Y.
Giamo, Martin, WPON Pontiac, Mich.
Giaquinto, Joseph E., ABC-TV New York
Gibbens, Tom E., WAFB-TV Baton Rouge, La.
Giddens, Kenneth R., WKRG-TV Mobile, Ala.
Gilbert, Frederick S., TLF Broadcasters, New York
Gilbert, Jack, KHOL-TV, KHPL-TV Kearney, Neb.
Gilbert, John O., WXYZ Detroit
Gilchrist, Betty, WESH-TV Daytona Beach, Fla.
Gilchrist, Tom, WESH-TV Daytona Beach, Fla.
Gill, Cliff, KEZY Anaheim, Calif.
Gill, Miss Helen, Gill-Perna, New York
Gillen, Albert J., WAPI Birmingham, Ala.
Gilmor Paul E., WHBC Canton, Ohio
Gilmore Bess, Community Club Awards, Westport, Conn.
Gilmore, John C., Community Club Awards, Westport, Conn.
Gilmore, Wm. J., Dayton, Ohio
Gilreath, Howard, WWNS Statesboro, Ga.
Ginsburg, Charles P., Ampex Corp., Redwood City, Calif.
Gittleson, Norman, KLMS Lincoln, Neb.
Gitz, Jean (Miss), WLCX LaCrosse, Wis.
Glade, Carl F. Jr., WKBN Youngstown, Ohio
Glasmann, Gordon O., KLIX Twin Falls, Idaho
Gleason, James E., WJAR Providence, R. I.
Glenn, Norman, WJDY Salisbury, Md.
Gluyas, T. M., RCA, Camden, N. J.
Godwin, Charles W., MBS, New York
Goetz, William E., KOGO-TV San Diego, Calif.
Goldenson, Leonard, AB-PT, New York
Goldman, Paul H., KNOE-TV Monroe, La.
Goldman, Simon, James Broadcasting Co., Jamestown, N. Y.
Goldstein, Henry R., Spearman & Roberson, Washington
Golliday, C. Leslie, WEPM Martinsburg, W. Va.
Good, Leonard E., Ampex Corp., Redwood City, Calif.
Goodfellow, Joseph, WRC-TV Washington
Goodman, Dan, Screen Gems Inc., New York
Goodman, Harry S., Harry Goodman Productions, New York
Goodnow, Arthur C., WBC, New York
Goodnow, William C., WISN-TV Milwaukee
Gordon, Lawrence, WBUF Buffalo

SOMETHING NEW
AT BOOTH 32...
TELESCRIPT

Gore, Theodore, KAKE-TV Wichita, Kan.
Gorman, Thomas Y., WEEI Boston
Gottlieb, Ralph, WKBR Manchester, N. H.
Gould, Dorothy R., KQAQ Austin, Minn.
Gould, Lester L., KQAQ Austin, Minn.
Gould, Robert, WBAP-TV Fort Worth
Goustin, Al, Ziv-United Artists, New York
Grace, Cecil, Visual Electronics, New York
Graf, Stephen J., KUSD Vermillion, S. D.
Graham, George A. Jr., NBC, New York
Grams, Harold, KSD-AM-TV St. Louis
Grandy, John, KDAL-TV Duluth, Minn.
Grant, William, KOA Denver
Gray, George, WCRB Boston
Gray, Gordon, WKTV (TV) Utica, N. Y.
Green, Harold L., WMAL Washington
Green, Howard L., WOND Pleasantville, N. J.
Green, Richard W. (Dick), KOTI-TV Klamath Falls, Ore.
Greenmeyer, P. A., RCA, Camden, N. J.
Greep, Malcolm, WVJS Owensboro, Ky.
Gregg, Paul, Bauer Electronics Corp., San Carlos, Calif.
Greiner, Mori, KMBC Kansas City, Mo.
Grenier, Theodore B., KABC-TV Hollywood
Gresham, Stokes Jr., WISH Indianapolis
Grever, J. L., RCA, Camden, N. J.
Griffith, E. T., RCA, Camden, N. J.
Griggs, Charles R., WVLN Olney, Ill.
Grimes, Walter, W. B. Grimes & Co., Washington
Griscom, J. Thomas Jr., WSM-TV Nashville
Grisham, Charles F., WAPI Birmingham, Ala.
Griswold, Glenn G., KOMU-TV Columbia, Mo.
Gross, Irvin, Henry I. Christal Co., New York
Grossman, Sherman, KQAQ Austin, Minn.
Grossman, Sherwin, South Florida Amuse. Co., Miami
Grove, William C., KFBC-TV Cheyenne, Wyo.
Groven, Bernard, WTMT Louisville, Ky.
Guber, Sidney, SESAC Inc., New York
Gudridge, Ernest A., WIZE Springfield, Ohio
Gulick, J. Robert, WGAL Lancaster, Pa.
Gunderson, Allen, KCPX-AM-FM-TV Salt Lake City
Gundy, Phillip L., Ampex Corp., Redwood City, Calif.
Gunn, Hartford N. Jr., WGBH Educational Found., Cambridge, Mass.
Gunts, Brent O., WBAL-TV Baltimore
Gunzendorfer, Wilton, Wilt Gunzendorfer & Associates, Los Angeles
Guralnick, Paul B., Minneapolis-Honeywell, Philadelphia
Gurwit, Monte, KOMU-TV Columbia, Mo.
Guy, Robert II., WWL-TV New Orleans
Guzewicz, Harry J., Stainless Inc., North Wales, Pa.
Guzewicz, Walter L., Stainless Inc., North Wales, Pa.
Gwyn, Charles W., Blue Ridge Broadcasting Inc., Seneca, S. C.

H

Haacke, Lauren, KDIX Dickinson. N. D.
Haberlan, John H., WTVT (TV) Tampa, Fla.
Haeg, Larry, WCCO Minneapolis.
Haehnle, Clyde C., WLWT (TV) Cincinnati
Hagenau, Scott N., WSBT South Bend, Ind.
Hagerty, George E., WBC, New York
Hagerty, James C., ABC-TV New York
Hague, Fred, George P. Hollingbery Co., New York
Haigh, Joseph B., WJBK-TV & WJW-TV Detroit
Haines, Homer, WNAE Warren, Pa.
Haldi, John A., WBNS-TV Columbus, Ohio
Hale, William E., WBEJ Elizabethton. Tenn.
Hall, Gladys, BROADCASTING magazine
Hall, Payson, Meredith Broadcasting Co., Des Moines
Hall, William J., WCHN Norwich, N. Y.
Halle, Charles F., WBBX Portsmouth, N. H.
Haller, G. L., General Electric Co., Syracuse, N. Y.
Halyard, O. C., WCMI Ashland, Ky.
Hamilton, Charles E., KFI Los Angeles
Hamilton, G. Edward ABC, New York
Hamilton, Ray V., Hamilton-Landis & Assoc., Washington
Hamilton, Stan, WMAL-FM Washington

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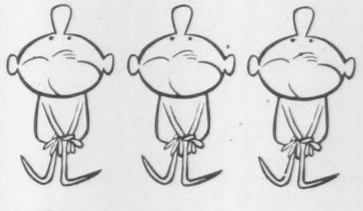

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Mark Bullock Willie Mitchell
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Hancock, Paul M., NBC, New York
Hanna, Boyce J., WADA Shelby, N. C.
Hanna, Mrs. Boyce J., WADA Shelby, N. C.
Hanni, Kenneth J., KCPX-AM-FM-TV Salt Lake City
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hansen, John, KPTV Portland, Ore.
Hanshaw, Jay, WAYZ Waynesboro, Pa.
Hanson, O. B., RCA, New York
Harden, W. Frank, WIS Columbia, S. C.
Hardesty, John F., Hamilton-Landis, San Francisco
Hards, Joseph F., Magne-Tronics Inc., New York
Hardwick, Carter C., WSFA-TV Montgomery, Ala.
Hardy, Robert E., WHHH Warren, Ohio
Harkrader, John, WDBJ-TV Roanoke, Va.
Harmon, Ralph N., WBC, New York
Harper, Richard A., MGM-TV New York
Harrington, Howard L., KOGA Ogallala, Neb.
Harrington, John E. Jr., Harrington, Righter & Parsons, New York
Harris, Dick, KOA Denver
Harris, Jack, KPRC-TV Houston
Harrison, Archibald C. Jr., WFVA Fredericksburg, Va.
Harrison, Gerald, WMAS Springfield, Mass.
Hart, Donald J., Smith, Kline & French Labs., Philadelphia
Hart, Ken, Bluegrass Broadcasting Co., Lexington, Ky.
Hart, John P., WBIR Knoxville, Tenn.
Hart, William, Screen Gems, New York
Hart, William, Tv Corp. of Michigan Inc., Jackson, Mich.
Hartenbower, E. K., KCMO-AM-TV Kansas City, Mo.
Hartford, George F., WTOP-TV Washington
Hartman, W. Herbert, KCRA Sacramento, Calif.
Hartman, Ward W., WRRR Rockford, Ill.
Harvey, George W., WFLA Tampa, Fla.
Harvey, Jack V., Blackburn & Co., Washington
Hassan, Samuel A., WROY Carmi, Ill.
Hastie, J. Drayton, Reeves Broadcasting, Charleston, S. C.
Hastie, Kenneth L., WMT Cedar Rapids, Iowa
Hatch, George C., KUTV (TV), KALL Salt Lake City
Hatch, Wilda Gene, KUTV (TV), KALL Salt Lake City
Hatcher, Ralph, ABC, New York
Hauser, Carroll R., KVEN Ventura, Calif.
Hauser, W. H., WBZ Boston
Havens, Wilbur M., WTVR (TV), WMBG, WCOD Richmond, Va.
Haverlin, Carl, BMI, New York
Hawkins, Robert, WKAN Kanakee, Ill.
Hawkins, W. L., KURV Edinburg, Tex.
Hayashi, Dr. Tatsou, Kansai Telecasting Corp., Osaka, Japan
Haydon, J. Roger, Dresser-Ideco Co., Columbus, Ohio
Hayes, Arthur Hull, CBS, New York
Hayes, Gordon, CBS, New York
Hayes, John S., The Washington Post, Washington
Hayford, Beecher, WESH-TV Daytona Beach, Fla.
Hayward, Bob, WKY Oklahoma City, Okla.
Heald, Robert L., Spearman & Roberson, Washington
Hearon, James G., WJPS Evansville, Ind.
Heetland, John, KIXZ Amarillo, Tex.
Heffron, J. N., KOIA-AM-TV Rapid City, S. D.
Heinecke, Alice J., SESAC Inc., New York
Heisel, Leo, WNEM-TV Saginaw, Mich.
Heiss, Robert J., WTMJ Milwaukee
Heller, C. B., WIMA Lima, Ohio
Heminger, Harold H., Findlay Publishing Co., Findlay, Ohio
Hendrix, Cliff, KCSJ Pueblo, Colo.
Henkin, Morton H., KSOO-TV Sioux Falls, S. D.
Hennessey, Joseph F., Spearman & Roberson, Washington
Hennessey, Philip J. Jr., Smith, Hennessey & McDonald, Washington
Henninger, John H., WIBG Philadelphia
Henry, Alan, WCKR Miami
Henzel, John R., WHDL Olean, New York
Hepburn, John H., WJAC-TV Johnstown, Pa.
Hepburn, Stuart J., TCA Broadcasting Corp., Fort Worth
Herman, A. M., WBAP-AM-FM-TV Fort Worth
Herndon, Ray, KMID-TV Midland-Odessa, Tex
Hetland, Julius, WDAY Fargo, N. D.
Heywood, John J., WLWT (TV) Cincinnati
Hickerson, Earl, KOCO-TV Oklahoma City, Okla.
Hickox, Sheldon B. Jr., NBC, Burbank, California
Hiebert, A. G., KTVA Anchorage, Alaska
Higgens, James W., WWNY, WCNY-TV Watertown, N. Y.
Higgins, George J., KMBC Kansas City, Mo.
Higgins, Joe, WTHI Terre Haute, Ind.
Hildreth, Richard, Spearman & Roberson, Washington
Hill, J. E., RCA, Camden, New Jersey
Hillebrand, William A., KMHE Toledo, Ohio
Hilker, Robert R., WCGC Belmont, N. C.
Hillstrom, Albin, KOOL Phoenix, Ariz.
Hilton, Greeley N., WBUY Lexington, N. C.
Hilton, Mrs. Greeley N., WBUY Lexington, N. C.
Hilton, Omar G., WBUY Lexington, N. C.
Himmel, Martin, Dunnan & Jeffrey, New York
Hinckley, Robert H., AB-PT, Washington
Hinners, Robert, WFLM Ft. Lauderdale, Fla.
Hirsch, Oscar C., Hirsch Broadcasting Co., Cape Giradeau, Mo.
Hirsch, Robert O., Hirsch Broadcasting Co., Cape Giradeau, Mo.
Hite, B. Vern, Collins Radio Co., Cedar Rapids, Iowa
Hixenbaugh, George P., The WMT Stations, Cedar Rapids, Iowa
Hlavaty, Lad, KCRG Cedar Rapids, Iowa
Hodous, Robert, WHIZ Zanesville, Ohio
Hoffman, Karl B., Transcontinent Television Corp., Buffalo
Hoffman, Roger, WJEF Grand Rapids, Mich.
Hogan, Bill, WLBG Laurens, S. C.
Holbrook, R. A., WSB, Atlanta
Holcomb, Mrs. Madge Megaree, WGBI, WDAU-TV Scranton, Pa.
Holiday, Jon A., Roanoke Broadcasters Inc., Roanoke, Va.
Holiday, Mrs. Jon A., Roanoke Broadcasters Inc., Roanoke, Va.
Holland, W. R. (Bill), WMTN, Morristown, Tenn.
Hollingbery, George P., George P. Hollingbery, Chicago
Holm, William, WLPO LaSalle, Ill.
Holman, Hal, Hal Holman Company, Chicago, Ill.
Holmes, Harold, The Community Broadacsting Co., Toledo, Ohio
Holtman, H. B., WAVE Louisville, Kentucky
Honeycutt, B. B., KRLT Dallas, Texas
Hooker, Joseph C., WMAX Grand Rapids, Michigan
Hoole, Harry, Advertising Age, New York
Hooper, Jack, WKBO Harrisburg, Pa.
Hopkins, Harold, BROADCASTING magazine
Hopkins, John, KTVT Fort Worth
Hoskins, Cecil B., WWNC Asheville, N. C.
Hoth, Harry W. Jr., WRDO Colorado Springs, Colo.
Hough, Hal, CBS. New York
Hough, Harold, WBAP-AM-FM-TV Fort Worth
House, Herbert J., WMBO Auburn, N. Y.
Houwink, Fred S., WMAL, Washington
Howard, Leo, Central Broadcasting Co., Eau Claire, Wis.
Howard, Thomas E., WBT-WBTV-WBTW Charlotte, N. C.
Howe, A. H., Bank of America. Los Angeles
Howe, James L., WIRA Fort Pierce. Fla.
Howell, Rex G., KREX Grand Junction, Colo.
Howlett, Frank, Lennen & Newell. New York
Hoy, F. Parker, WLAM Lewiston, Me.
Hubbach, William J., KOMO-TV Seattle
Hubbard, J. H., KCTV San Angelo, Tex.
Hubbard, Stanley S., KSTP Inc., St. Paul, Minn.
Hudalla, Donald F., M & H Engineering, Chicago
Hudgens, Joe, KRNT-TV Des Moines
Hudson, Wilbur E., WAVE Louisville, Ky.
Huhndorff, Paul, KPRC-TV Houston
Hunt, Clyde M., Washington Post, Washington
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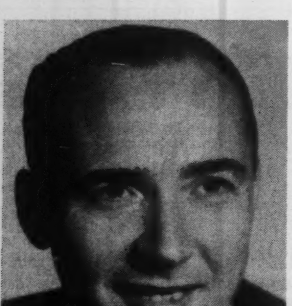
Hunt, William A. Sr., WHIZ Zanesville, Ohio
Hunter, Al, King Broadcasting Company, Seattle
Hunter, Dan, Kaiser Broadcasting, Honolulu, Hawaii
Hurd, Paul, WHDH Boston
Hurlbut, John F., The WFBM Stations, Indianapolis
Hurleigh, Robert F., MBS, New York
Hussman, Walter, KTAL-TV Texarkana, Tex.
Hylan, William, CBS. New York
Hyland, Robert, KMOX St. Louis

I

Immell, Ralph, WISC-TV Madison, Wis.
Ing, George W., KONO San Antonio, Tex.
Inglis, A. F., RCA, Camden, N. J.
Ingram, Alan, Standard Rate & Data, Skokie, Ill.
Ingrim, Ward D., KTVU Oakland, Calif.
Ives, Timothy R., WJBC Bloomington, Ill.

J

Jacker, Edna M., WCRW Chicago
Jacker, Edward, WCRW Chicago
Jackson, Glenn C., WTTM Trenton, N. J.



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Jacobs, George G., KOTV Tulsa
Jacobs, Grace, TV Stations Inc., New York
Jacobs, Harry N., KGO-TV San Francisco
Jacobs, Herb, TV Stations Inc., New York
Jacobs, John W. Jr., WDUN Gainesville, Ga.
Jacobsen, Gene R., WSFA-TV Montgomery, Ala.
James, Ed., BROADCASTING and TELEVISION magazines
James, J. F., Marconi's Wireless Tele. Co. Ltd., Chelmsford, England
Jansky, Maurice M., Loucks & Jansky, Washington
Jarema, Andrew, WKOP Binghamton, N. Y.
Jeffers, Charles L., Southland Industries Inc., San Antonio, Tex.
Jenkins, Eugene, KLZ-TV Denver, Colo.
Jenkins, Jack, WJBC Bloomington, Ill.
Jennes, Ernest, AMST, Washington
Jett, E. K., WMAR-TV Baltimore
Jewett, Carl, The Meeker Co., Chicago
Jobes, Ray, WVET Rochester, N. Y.
Johnson, Albert C., WDLC Port Jervis, N. Y.
Johnson, Arnold E., Needham, Louis & Brorby, Chicago
Johnson, Arthur J., NBC, New York
Johnson, Clyde W., WFIN Findlay, Ohio
Johnson, Eric C., Eastman Kodak, Rochester, N. Y.
Johnson, Kimberley, WELD Fisher, W. Va.
Johnson, Leslie C., WHBF-AM-FM-TV Rock Island, Ill.
Johnson, Merrill C., WGL Fort Wayne, Ind.
Johnson, Ray, KMED Medford, Ore.
Johnson, Robert S., WJBC Bloomington, Ill.
Johnson, Rollie, WCCO Minneapolis, Minn.
Johnson, Tom, KTOK Oklahoma City, Okla.
Johnstone, G. W., NAM, New York
Jolliffe, Richard W., KTLA (TV) Hollywood
Jones, E. Z. "Easy," WBBB Burlington, N. C.
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Jones, Robert A., Walter F. Kean & Assoc., Riverside, Ill.
Jones, Rogan, KVOS Bellingham, Wash.
Jones, William J., Washington Post, Washington
Jones, William L. Jr., KWK, New York
Jorgenson, Wallace J., WBTV (TV) Charlotte, N. C.
Joseph, Ken, Economee Television Programs, New York
Joset, Don, WPIT Pittsburgh

K

Kahle, Douglas D., Edwin Thornberg & Co., Monterey, Calif.
Kahn, Irving B., TelePrompTer Corp., New York
Kaiser, Henry R., WIIC (TV), WWSW Pittsburgh
Kany, Howard, CBS, New York
Kapel, George, WTOL-TV Toledo, Ohio
Kapner, Leonard, WTAE Pittsburgh
Karp, Russell, KCPX Salt Lake City
Kato, Yasumasa, CHUBU Nippon Broadcasting Co., Nagoya, Japan
Katz, Eugene, Katz Agency Inc., New York
Katz, Oscar, CBS, New York
Kaufman, Julian M., XETV San Diego, Calif.
Kaye, Richard L., WCRB Boston
Kaye, Sydney M., BMI, New York
Kean, Walter F., Walter F. Kean & Assoc., Riverside, Ill.

SOMETHING NEW
AT BOOTH 32...
TELESCRIPT

Kearl, Wayne, KENS-TV San Antonio, Tex.
Kearney, Don L., Corinthian Broadcasting Corp., New York
Kearsey, Walter, WBRK Pittsfield, Mass.
Keesee, Floyd J., WMBO Auburn, N. Y.
Keesee, Frederick L., WMBO Auburn, N. Y.
Keiner, Jack, KFMB San Diego, Calif.
Keller, LeRoy, United Press International, N. Y.
Kelley, Boyd, KRRV Sherman, Tex.
Kelley, Gaines, WFMY-TV Greensboro, N. C.
Kelley, W. B., AT&T, White Plains, N. Y.
Kelley, William M., NBC, New York
Kelly, Charles, WCKT Miami
Kelly, John J., Storer Broadcasting Co., Miami Beach, Fla.
Kelly, Jon S., KCRA, Inc., Sacramento, Calif.
Kelly, Nina N., Mrs., KCRA Sacramento, Calif.
Kelly, Robert, Lennen & Newell, New York
Kelser, Phil, Philip L. Kelser & Assoc., New York
Kemme, Marjorie, WLWT (TV) Cincinnati
Kempner, Marvin A., Richard H. Ullman Inc., New York
Kenehan, Edward F., Spearman & Roberson, Washington
Kenkel, John B., Miller & Schroeder, Washington
Kennedy, Jack, CFRB, Toronto, Ont.
Kennedy, Vann M., KZTV (TV), KSIX Corpus Christi, Tex.
Kenney, Peter B., WRC-TV Washington
Kenney, T. C., KDKA Pittsburgh
Kerr, Robert A., Robert Kerr Organization, New York
Kester, Howard S., WLOF Orlando, Fla.
Kettell, Elmer, WKOX Framingham, Mass.
Kettler, Stanton P., Storer Broadcasting Co., Miami Beach, Fla.
Key, Earl M., WKEY Covington, Va.
Kidd, Wilbur, WAYB Waynesboro, Va.
Kilcullen, Joseph, WGBI Scranton, Pa.
Kinard, Floyd, WLBT Jackson, Miss.
King, Arthur, BROADCASTING magazine
King, Charles A., MBS, New York
King, Paul L., WAWK Kendallville, Ind.
King, Robert B., WSOY-AM-FM Decatur, Ill.
King, William C., WVEC Hampton, Va.
Kingsbury, Gilbert W., Crosley Broadcasting Corp., Cincinnati
Kinsley, Charles H. Jr., Golden Empire Broadcasting, San Francisco
Kirk, Brent H., KUTV Salt Lake City
Kirtland, Clifford M. Jr., Transcontinent Television Corp., New York
Kittner, Joseph M., McKenna & Wilkinson, Washington
Kizer, Peter, WOOD Grand Rapids, Mich.
Klauber, Donald, Seven Arts Associated Corp., New York
Kleeb, George, KQV Pittsburgh
Kleinklaus, Louis J., WQXR New York
Kliewer, L. W., WVEC Hampton, Va.
Kline, Bernard H., Kline Iron & Steel Co., Columbia, S. C.
Kline, Joe, WTVJ (TV) Miami
Kline, Morris A., Kline Iron & Steel Co., Columbia, S. C.

Klink, Granville, WTOP Washington
Klym, Edward J., WJAC Johnstown, Pa.
Knapp, Albert C., WGY-WRGB (TV), WGFM (FM) Schenectady, N. Y.
Knight, John, KRCA Los Angeles
Knode, Thomas E., NBC, New York
Knodel, J. W., Avery-Knodel, Chicago
Knorr, Mrs. Fred A., Knorr Broadacsting Corp., Dearborn, Mich.
Knowlton, Arch, General Foods Corp., White Plains, N. Y.
Kobak, Edgar, WTWA Thomson, Ga.
Kocher, Charles F., WXYZ-TV Southfield, Mich.
Kockritz, Ewald, Storer Broadcasting Co., Miami Beach, Fla.
Koehler, Frank E., WDBJ Roanoke, Va.
Koehler, G. A., WFIL-TV Philadelphia
Koelker, Anthony J., KMA Shenandoah, Iowa
Koepke, Edwin E., KDEN Denver
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Koger, Leonard, WSAB Mt. Carmel, Ill.
Komai, Dan, Lohnes & Culver, Washington
Koopman, Paul, KWOA Worthington, Minn.
Kops, Daniel W., WAVZ, WTRY New Haven, Conn., Troy, N. Y.
Koskabar, Leonard, WDOR Sturgeon Bay, Wis.
Kossuth, A. Keith, WDET-FM Detroit
Kost, O. D., WRMS Beardstown, Ill.
Koster, H. William, WEAN Providence, R. I.
Koteen, Bernard, Koteen & Burt, Washington
Koval, Bernard, WING Dayton, Ohio
Kramer, Worth, WJR Detroit, Mich.
Kreider, Kenneth L., WGAL Lancaster, Pa.
Krieger, Robert L., WQXR New York
Krieghoff, Robert, WTOL-TV Toledo, Ohio
Krueger, Herbert L., WTAG Worcester, Mass.
Kruger, Joseph, WARE Ware, Mass.
Kudlata, Len, Standard Rate & Data, Skokie, Ill.
Kuyk, Don, BROADCASTING magazine

L

LaDow, Burton B., KTVK Phoenix, Ariz.
Laeser, Phillip, WTMJ-TV Milwaukee
Laine, Hugh Carter, KNOE-TV Monroe, La.
Laing, Malcolm, NBC, New York
Laird, Ben A., WDUZ Green Bay, Wis.
Lamb, M. J., WIMA-TV Lima, Ohio
Lambe, Robert M., WTAR Norfolk, Va.
Lambert, Edward C., KOMU-TV Columbia, Mo.
Lambeth, Frank S., WMFR High Point, N. C.
Lambeth Ralph M., WGBG Greensboro, N. C.
Lancaster, W. Hanes Jr., WJHL-TV Johnson City, Tenn.
Land, Allan, WHIZ Zanesville, Ohio
Land, Herman W., Corinthian Broadcasting Corp., New York
Land Thomas S., WFIW Fairfield, Ill.
Landis, Dewitt, Hamilton-Landis, Dallas.
Lane, Frank S., KRMG Tulsa
Lane, C. Howard, KOIN Portland, Ore.
Lanford, T. B., KRMD Shreveport, La.
Lang, J. Milton, WGY-WRGB (TV), WGFM (FM) Schenectady, N. Y.
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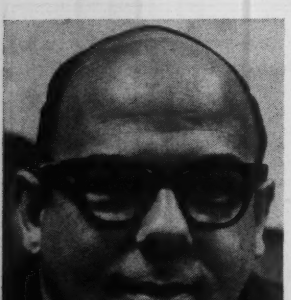
REGISTRATION CONTINUED

Langlois, John D., Lang-Worth Feature Programs, New York
Lapin, Stanley, Adler Electronics, New Rochelle, N. Y.
Lapkin, Nathaniel, WAST Albany, N. Y.
Lareau, Michael O., WOOD Grand Rapids, Mich.
Larsen, M. Dale, KTVH Wichita, Kan.
Lasker, H. Peter, Crosley Broadcasting Corp., New York
Lasko, Ed., WSJV-TV, South Bend, Ind.
Lasky, P. G., Westinghouse Broadcasting Co., San Francisco
Laughlin, Frank, WGEM Radio & TV, Quincy, Ill.
Laux, John J., WSTV-TV Steubenville, Ohio
Lawrence, Craig, CBS, New York
Lawrence, Dick, Economee Television Programs, New York
Layton, DeForest T. Jr., WKTV (TV) Utica, N. Y.
Leach, Harold H., Alford Manufacturing Co., Boston
Leach, Robert E., WSPA-TV Spartanburg, S. C.
Leake, James C., Griffin Broadacst Group, Tulsa
LeGrand, Roger W., WITI-TV Milwaukee
Lee, Carl E., WKZO-TV Kalamazoo, Mich.
Lee, Terry, Storer Broadcasting Co., Miami Beach, Fla.
Leeper, Ted, WIDU Fayetteville, N. C.
Leibach, Jay, WLEC Sandusky, Ohio
Lenfest, George, WRCV Philadelphia
Lenwell, LeRoy W., KBRL McCook, Neb.
Leopold, David F., WERB Buffalo
Leon, Max M., WDAS Philadelphia
Lepple, Howard, WLWT (TV) Cincinnati
Lester, Dorothy B., WOIA Saline, Mich.
Lester, Herbert W., WOIA Saline, Mich.
Levi, Winfield, BROADCASTING magazine
Levitan, Don, KADY St. Charles, Mo.
Lewin, Richman, KTRE-AM-TV Lufkin, Tex.
Lewis, Gorden D., Advertising Age, Chicago
Lewis, John P., WINC Winchester, Va.
Lewis, Mrs. Marion P., WHYL Carlisle, Pa.
Lewis, Richard O., KTAR Phoenix, Ariz.
Linam, Winston B., KSLA-TV Shreveport, La.
Lind, A. H., RCA, Camden, N. J.
Lindell, Richard L., WTAR Norfolk, Va.
Linder, Harry W., KWLM Willmar, Minn.
Lindow, Lester W., AMST, Washington
Lindsay, J. Brian, Ecco-Fonic Inc., Hollywood
Lindsay, Merrill, Illinois Broadcasting Co., Decatur. Ill.
Link, Harry R., WDVA Danville, Va.
Livesay, J. R., WLBH Mattoon, Ill.
Livingston, Norm, Tv Stations Inc., New York
Livingston, Sam, WPSD-TV Paducah, Ky.
Lockwood, Edward C., WGBS Miami
Lodge, William, CBS, New York
Loffler, Gene P., WTAP Parkersburg, W. Va.
Lohnes, George M., Lohnes & Culver, Washington
Long, Maury, BROADCASTING magazine
Loucks, Philip, Loucks & Jansky, Washington
Louther, Paul C., WVET Rochester, N. Y.
Louvau, Norman, KCPX-AM-FM-TV Salt Lake City
Love, Edgar J., WWJ Detroit
Lovvorn, Dixon, WIS-TV Columbia, S. C.
Lucy, C. T., WRVA-TV Richmond, Va.
Luddy, E. N., RCA, Camden, N. J.
Lyke, Ervin F., WVET-TV Rochester, N. Y.
Lynch F. F. (Mike), KBYE Oklahoma City, Okla.
Lynch, Frank J., KBYE Oklahoma City, Okla.
Lyon, John, KSEN Shelby, Mont.

M

MacDonald, Donald P., Smith & Pepper, Washington
MacDonald, Keith A., Television Broadcasters Ltd., Adelaide, Australia
MacFarland, F. R., AT&T, New York
Macfarlane, Peter, EMI/US Ltd., Los Angeles
Machcinski, Stephen A. Jr., Adam Young Inc., New York
Mackenzie, Louis G., Mackenzie Electronics Inc., Hollywood
MacKenzie, Thomas E., Alford Manf. Co., Boston
Mackey, J. Wright, WRAK Williamsport, Pa.
MacMillan, Lowell H., WHEC Inc., Rochester, N. Y.
Magee, Robert G., WHUM Reading, Pa.
Main, Guy, Midwest TV Inc., Champaign, Ill.
Malang, Albert W., ABC, New York
Mall, Richard M., Peoples Broadcasting Corp., Columbus, Ohio
Malone, Edward A., KBES-TV Medford, Ore.
Malloy, John, CBC, Toronto, Ont.
Malter, Nicholas J., WBEN Buffalo
Maltz, Milton, WBRB Mt. Clemons, Mich.
Mann, Jack, ABC, New York
Manship, Douglas L., WBRZ-TV Baton Rouge, La.
Marcoux, Rudolph O., WLBZ-TV Bangor, Me.
Marchner, T. C., Oregon Triangle Television, Eugene, Ore.
Marion, Paul B., WBT Charlotte, N. C.
Markward, John S., WOOD-TV Grand Rapids, Mich.
Marlin, Al., BMI, New York
Marlowe, J. R., WGWR Asheboro, N. C.
Marsden, B., Associated Television Ltd., London, England
Marsh, Ken, WJCW Johnson City, Tenn.
Marshall, Clifford B., Blackburn & Co., Atlanta
Marshall, Glenn Jr., WJXT Jacksonville, Fla.
Mathiot, J. E., WGAL Lancaster, Pa.
Marti, George, KDNT Denton, Tex.
Martin, Arthur L., WMRN Marion, Ohio
Martin, Daniel E., WNDU South Bend Ind.
Martin, Dwight W., WAFB-TV Baton Rouge, La.
Martin, J. Edward, KNUZ Houston
Martin, Joe, WDSC Dillon, S. C.
Martin, Roy E., WTVM Columbus, Ga.
Martin, Stuart T., Mt. Mansfield Television, Burlington, Vt.
Marx, Frank L., ABC, New York
Maschmeier, Howard W., WNHC-TV New Haven, Conn.
Mason, Bob, WMRN Marion, Ohio
Mason, Richard H., WPTF Raleigh, N. C.
Mathiesen, George H., KYW-TV Cleveland
Matthews, Joe, A. C. Nielsen Co., Menlo Park, Calif.
Matthews, Tom, WNEM-TV Saginaw, Mich.
Matrangola, Francis J., WCMC Wildwood, N. J.
Mauger, L. A., Amalgamated Television Services, Sydney, Australia
May, R. P., Vitro Electronics, Silver Spring, Md.
Mayans, Frank Jr., Young & Rubicam, New York
Mayer, Tom, Marconi's, Chelmsford, England
Mayfield, W. E., WMBI Chicago
McCadden, George E., NW S-9, Adelaide, Australia
McClanathan, George, KPHO-AM-TV Phoenix
McClain, C. A. (Bud), WFKY Frankfort, Ky.
McClellan, Lefferts, WRC Washington
McClung, Mickey, Golden Empire Broadcasting Co., San Francisco
McClymonds, Clyde C., Storer Broadcasting Co., Miami Beach, Fla.
McCollough, Clair, Steinman Stations, Lancaster, Pa.
McConnell, C. Bruce, WHBU Anderson, Ind.
McConnell, James V., Venard, Rintoul & McConnell, New York
McConnell, Robert B., Indiana Broadcasting Corp., Indianapolis
McCoy, Dale Jr., KAKE Wichita, Kans.
McCoy, John E., Storer Broadcasting Co., Miami Beach, Fla.
McCraken, Robert S., KFBC-TV, Cheyenne, Wyo.
McCready, S. W., Oregon Triangle Television, Eugene, Ore.
McDaniel, William K., NBC, New York
McDermott, Ellyn G., KBUR Burlington, Iowa
McDermott, Gerald B., KBUR Burlington, Iowa
McDonald, Joseph A., Smith, Hennessey & McDonald, Washington
McDougald, Worth, WWNS Statesboro, Ga.
McDonough, Francis X., Dow, Lohnes & Albertson, Washington
McDowell, Theodore N., WMAL-TV Washington
McElroy, R. J., Black Hawk Broadcasting Co., Waterloo, Iowa
McFarland, Ernest W., KTVK Phoenix, Ariz.
McGannon, Donald H., WBC New York
McGregor, J. Marshall, WPEP Taunton, Mass.
McGregor, Laurel, WPEP Taunton, Mass.
McGregor, Marguerite, WPEP Taunton, Mass.
McIntosh, Robert J., WOMI Owensboro, Ky.
McKenna, James A. Jr., McKenna & Wilkinson, Washington
McKernan, Ed J. Jr., KVOE Emporia, Kan.
McKernan, Ed J. III, KVOE Emporia, Kan.
McKibben, William, Balaban Stations, St. Louis, Mo.
McLean, P. Scott, WLW New York
McLeod, Court, ABC-TV Los Angeles
McMurry, James S., WSIX, Nashville
Mead, Warren, KWWL Waterloo, Iowa
Meek, Kurt A., KCUL Ft. Worth
Meeker, Robert, Meeker Co., New York
Meeks, William, PAMS Productions, Dallas
Megargee, Mary, WGBI Scranton, Pa.
Menchel, Don, Tv Stations Inc., New York
Mendelson, Robert P., WJNC Jacksonville, N. C.
Menke, Don, WFBM-TV Indianapolis
Mercer, Donald J., NBC New York
Merritt, Bill, BROADCASTING magazine
Merkle, Joseph, ABC-TV New York
Merrill, Bruce, KIVA Yuma, Ariz.
Meyer, August C., Midwest Television Inc., Champaign, Ill.
Meyer, Clara R., Midwest Television Inc., Champaign, Ill.



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Middleton, Warren, BROADCASTING magazine
Midlen, John H., Washington
Middleton, Thomas F., Jr., WVCG-AM-FM Coral Gables, Fla.
Miller, C. E., KOMO Seattle
Miller, Harold E., WGAL-TV Lancaster, Pa.
Miller, Irving, BROADCASTING magazine
Miller, Jack, Ampex Corp., Redwood City, Calif.
Miller, Neville, Miller & Schroeder, Washington
Miller, Robert E., KALB Alexandria, La.
Miner, Robert A., Ampex Corp., Redwood City, Calif.
Mitchell, Joseph H., WFLA Tampa, Fla.
Moe, Anthony J., WKOW Madison, Wis.
Molnar, Lorie M. (Miss), Washington
Monahan,, Richard J., WAVZ, WTRY New Haven, Conn., Troy, N. Y.
Monderer, Howard, NBC Washington
Monnie, Leonard, M & H Engineering Co., Chicago
Monroe, Robert A., World Broadcasting System, Philadelphia
Moore, Art, Art Moore & Assoc., Seattle
Moore, Dale G., KGVO Missoula, Mont.
Moore, David C., Trancontinent Television, New York
Moore, F. S., WJR Detroit
Moore, James H., WSLS Roanoke, Va.
Moore, Thomas W., ABC-TV, New York
Morgan, W. S. Jr., McLendon Corp, Dallas
More, Herbert R., Kliegl Bros., New York
Moreland, W. J., Conrac, Glendora, Calif.
Morgan, John Carl, WFVA-AM-FM Fredericksburg, Va.
Morgan, Russell H., WTTR Westminster, Md.
Moroney, J. M. Jr., WFAA Dallas
Moroney, J. M. Sr., WFAA Dallas
Morris, D. H., KNUZ Houston
Morris, L. A. Mrs., WCRW Chicago
Morris, Lawrence A., WCRW Chicago
Morris, Robert M., ABC, New York
Morris, Robert W., Broadcast Advertisers Reports, New York
Morrison, Richard L., KVIL Dallas
Morry, Ole G., TLF Broadcasters Inc., New York
Mortensen, Robert A., WIIC (TV) Pittsburgh
Motley, Lyle C., WMNA Gretna, Va.
Motley, Ray, WMOH Hamilton, Ohio
Mosby, A. J., KMSO-TV Missoula, Mont.
Moudy, Dale, WING Dayton, Ohio
Mouse, Stanley G., WHIO-TV Dayton, Ohio
Mowrey, Paul B., MGM-TV, New York
Moyer, William J., KARD-TV Wichita, Kan.
Mullen, Joseph, Roanoke Broadcasters Inc., Roanoke, Va.
Mullim, Earl, ABC, New York
Mullin, Eugene F. Jr., Mullin & Connor, Washington
Munford, L. M., AT&T, Washington
Murchison, Hugh R., KPOL Los Angeles
Murdoch, D. Lennox, KSL-TV Salt Lake City
Murphy, Dennis, WDSM-AM, Duluth, Minn.
Murphy, John T., Crosley Broadcasting Corp., Cincinnati
Murphy, Ronald A., Washington State Assn. of Broadcasters, Seattle
Murphy, Shaun F., KTVI (TV) St. Louis
Murtha, Andrew J., TLF Broadcasters, New York
Murray, Henry J., WPEP, Taunton, Mass.
Myers, Maurice, WPFB & WPAY Middletown, Ohio
Myers, W. F., SESAC Inc., New York

N

Nadler, Bernard, Adler Electronics Inc., New Rochelle, N. Y.
Nail, Dawson, BROADCASTING magazine

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TELESCRIPT

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Neal, Harold L. Jr., WABC New York
Neal, Wm. B., KSYN Joplin, Mo.
Nelson, Louis J., Wade Adv., Chicago
Nelson, Ted, KFEQ St. Joseph, Mo.
Needs, William, WPST-TV Miami
Neipp, Morton, WTOL, Toledo, Ohio
Nelson, Ivar, Meyer Broadcasting Co., Bismarck, N. D.
Nelson, Karl R., WTAR Norfolk, Va.
Neuhoff, Roger, Eastern Broadcasting Corp., Washington
Newby, Harold, KAKE Wichita, Kan.
Newman, R. J., RCA, Camden, N. J.
Nielsen, Sam S., WTRY Troy, N. Y.
Nierman, Martin L., Edward Petry, New York
Nimmons, Ralph W., WFGA-TV Jacksonville, Fla.
Nixon, Calvin, Young & Rubicam, Detroit
Nixon, J. D., CBC, Toronto, Ont.
Nolte, Vernon A., WJBC Bloomington, Ill.
Nopper, Carlton G., WMAR-TV Baltimore
Nord, Evans, KELO Sioux Falls, S. D.
Norman, Hugh R., Norman & Norman Inc., Davenport, Iowa
North, John E., WDXI Jackson, Tenn.
North, Paul, WDDS-FM Syracuse, N. Y.
Northrop, Johnston F., Corinthian Broadcasting Corp., New York
Norton, C. E., Ampex International, Redwood City, Calif.
Norton, George W. IV, WAVE Louisville, Ky.
Norton, John H. Jr., WKBW-TV Buffalo
Novak, Lee, Robert Kerr Organizations New York
Novik, Harry, WLIB New York
Novik, M. S., M. S. Novik, New York
Newman, Cy, WAVY-TV Norfolk, Va.
Nybo, Ken, KBMY Billings, Mont.

O

Oakley, Ron., KFAC Los Angeles
Ockershausen, Andy M., WMAL Washington
O'Connell, Raymond T., NBC, New York
O'Connor, Jerome William, WCVS Springfield, Ill.
O'Connor, Ralph, WISC-TV Madison, Wis.
Odson, Bob, WMOH Hamilton, Ohio
O'Friel, Paul G., WBZ Boston
O'Grady, James F. Jr., Adam Young Inc., New York
O'Hara, Tom, Standard Rate & Data, New York
Ohleyer, Robert F., WISH Indianapolis
Ohrt, Herbert R., The Forward Group, Mason City, Iowa
Olson, Harold, Collins Radio Co., Cedar Rapids, Iowa
Olson, R. W., KWOA Worthington, Minn.

O'Neil, Arthur R., WSBT South Bend, Ind.
Onken, Carl W., WJIM-TV Lansing, Mich.
Onnigian, Peter K., KHIQ Sacramento, Cal.
Ono, Akira, Chubu Nippon Broadcasting Co., Nagoya, Japan
Oppegard, Ted H., WVSC Somerset, Pa.
Oppenheimer, Richard, WHAP Hopewell, Va.
Ostby, Norman J., Mackenzie Electronics, Inc., Hollywood
Oswald, Joe A., Hamilton-Landis, New Orleans, La.
Owen, Clure H., ABC, New York
Owen, Henry B., King Broadcasting Company, Seattle
Owen, Reeve, WTVC Chattanooga, Tenn.

P

Paasch, Robert, WCKT Miami
Pabst, William D., KTVU (TV) Oakland, Calif.
Page, Allan, KGWA Enid, Okla.
Paretti, Joseph A., New Orleans Television Corp., New Orleans
Parham, Carter M., WDEF Chattanooga, Tenn.
Paris, Herman, WWDC Washington
Paro, Tom, WRC-TV Washington
Parsons, James O. Jr., Harrington, Righter & Parsons, New York
Patricelli, Leonard J., WTIC-TV Hartford, Conn.
Patt, John F., WJR Detroit
Patterson, Walter, Knorr Broadcasting Corp., Dearborn, Mich.
Patti, Carmine, ABC-TV, New York
Patton, Billy L., WJAR-TV Providence, R. I.
Patton, Donald B., WKRG-TV Mobile, Ala.
Paule, Verne, WJPS, Evansville, Ind.
Pauley, Robert R., ABC, New York
Paxton, E. J. Jr., WPSD-TV Paducah, Ky.
Payne, Ancil H., King Broadcasting Co., Seattle
Pegler, Bill, Television Zoomar Co., New York
Pegler, Jack A., Television Zoomar Co., New York
Pell, Ernest E., Armed Forces Radio Service, New York
Pellegrin, Frank E., Radio-Active Broadcasting Inc., Oak Ridge, Tenn.
Peltason, Paul E., KTVI (TV) St. Louis
Pengra, Marshall H., KLTV-TV Tyler, Tex.
Perkins, C. A., Capitol Broadcasting Co., Jackson, Miss.
Perkins, George, CBS, New York
Perino, Joseph O., Central Minn. Broadcasting Co., Alexandria, Minn.
Perna, John J. Jr., Gill-Perna, New York
Perry, John H. Jr., WEST-TV Daytona Beach, Fla.
Persons, C. P. Jr., WKRG-TV Mobile, Ala.
Peters, Francis J., WMRN Marion, Ohio
Petersmeyer, C. Wrede, Corinthian Broadcasting Corp., New York
Peterson, E. Richard Jr., Keystone Broadcasting, Detroit
Peterson, Edwin R., Keystone Broadcasting, Chicago
Petersen, Ruth I., KGNO, KTVC-TV Dodge City, Kan.
Petrik, Jack, KETV-TV Omaha, Neb.
Petry, Edward, Edward Petry, New York
Pfeiffer, Edwin W., WGR-TV Buffalo
Pierce, Bill, Standard Rate & Data, Atlanta, Ga.
Pierce, Theodore W., WEST Easton, Pa.
Pival, John F., WXYZ Detroit
Plank, Raymond, WKLA Ludington, Mich.
Plaunt, W. B., CKSO Sudbury, Ont.
Plitt, Henry G., ABC Films Inc., New York
Pointer, Royce L., ABC, New York
Polinger, David H., WGLI, WTFM Babylon, N. Y.
Pollock, Clark, KVT Sioux City, Iowa
Pollock, James C., KXKW Lafayette, La.

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Pope, Russell, Golden Empire Broadcasting, San Francisco
Postles, Norman, Central Broadcasting Co., Eau Claire, Wis.
Potter, Hugh O., WOMI Owensboro, Ky.
Potter, Roland B., WKBC N. Wilkesboro, N. C.
Powell, John W., KHAS Hastings, Neb.
Powers, Donald K., WSCH-TV Portland, Me.
Powley, Allan T., WMAL Washington
Prager, Evarard S., SESAC Inc., New York
Prather, W. C., WMAQ Chicago
Pratt, Dana, RCA, Camden, N. J.
Pratt, Robert L., KGGF Coffeyville, Kan.
Preston, John G., ABC, New York
Preston, William R., WRVA-TV Richmond, Va.
Priaulx, William J., WRAC Racine, Wis.
Price, Ralph L., WPPA Pottsville, Pa.
Pricer, Robert, WCLT Newark, Ohio
Prince, Jack B., WTAR Norfolk, Va.
Prior, Thomas C. J., WJAR Providence, R. I.
Prusha, James E., KUSD Vermillion, S. D.
Pryor, Emerson, J., WDVA Danville, Va.
Pullen, W. D. Jr., Time Inc., New York
Putbrese, Keith E., Dow, Lohnes & Albertson, Washington

Q

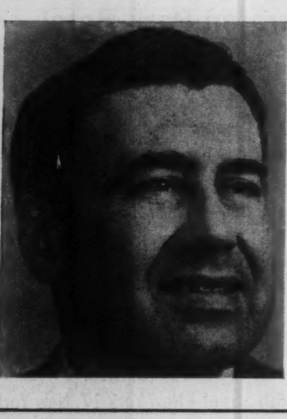
Quaal, Ward L., WGN Chicago
Quarton, William B., WMT-TV Cedar Rapids, Iowa
Queen, Bob, Radio-TV Daily, New York
Quello, James H., WJR Detroit
Quentin, Chas. F., KRNT-TV Des Moines, Iowa
Quill, Joseph G., WPEP Taunton, Mass.
Quinn, J. William, WBTW (TV) Florence, S. C.

R

Rabell, Dorothy, KITT (FM) San Diego, Calif.
Rabell, Fred, KITT (FM) San Diego, Calif.
Radetsky, Ralph, KOA, Denver
Rafael, William, ABC, New York
Rafter, John A., Dow, Lohnes & Albertson, Washington
Ragsdale, Frank D., WTVM Columbus, Ga.
Rahall, N. Joe, Rahall Radio Group, Beckley, W. Va.
Rahmel, Henry, A. C. Nielsen Co., Chicago
Ralph, George, A. C. Nielsen, Canada Ltd., Toronto, Montreal
Ramsey, Glenn, SESAC Inc., New York
Ramsland, Odin S., KDAL Duluth, Minn.
Raney, Wilson, WREC Memphis
Rau, Lester C., KWWL-TV Waterloo, Iowa
Rauer, Guy C., WEJL Scranton, Pa.
Rawlings, Mrs. Mary H., WEBB Baltimore
Rawls, Richard, KPHO-AM-TV Phoenix, Ariz.
Raymond, Stan, WAOK Atlanta
Read, A. Louis, WDSU New Orleans
Read, John P. Jr., WLVA Lynchburg, Va.
Read, Roger B., Taft Broadcasting Co., Cincinnati
Ream, Joseph, CBS, New York
Reams, Frazier, Community Broadcasting Co., Toledo, Ohio
Reams, Frazier Jr., Community Broadcasting Co., Toledo, Ohio
Reid, Robert F., WGY-WRGB (TV)-WGFM (FM) Schenectady, N. Y.
Reilly, Earl, KING Seattle
Reinsch, J. Leonard, WSB Atlanta
Rembert, Clyde W., KRLD Dallas
Reynolds, Paul E., WDBJ-TV Roanoke, Va.
Rhea, H. E., WFIL-TV Philadelphia
Rhodes, Charles, Tektronix Inc., Annandale, Va.
Rhodes, Rex, The Bank of New York, New York
Rhys, Noel, Keystone Broadcasting, New York
Rice, Roger D., WIIC (TV) Pittsburgh, Penn.
Rich, Robert J., WDSM-AM-TV Duluth, Minn.
Rich, W. Robert, Seven Arts Associated Corp., New York
Richards, Donald A., KDMI, Des Moines
Richards, R. E., Collins Radio Co., Cedar Rapids, Iowa
Richardson, Laurence E., The Washington Post, Washington
Rikard, Paul B., WDET Detroit
Riddell, James G., ABC, Los Angeles
Riddle, Lindsey, WDSU-TV New Orleans
Riddleberger, Stephen C., ABC, New York
Ridgeway, Frank B., WEBR Buffalo
Righter, Volney, Harrington, Righter & Parsons, New York
Rifkin, Maurice, Ziv-United Artists, New York
Riple, William A., WAST Albany, N. Y.
Rine, William E., Storer Broadcasting Company, Miami Beach, Fla.
Risk, J. E., KSD St. Louis
Rittenhouse, Paul, NBC, New York
Rivera, Art, WQXT Palm Beach, Fla.
Rivers, John M., WCSC Charleston, S. C.
Robert, Alan W., WJBW New Orleans
Robert, Wallace, CKSO Sudbury, Ont.
Roberts, Joseph W., Programatic Broadcasting, New York
Roberts, William A., WWIL Fort Lauderdale, Fla.
Robertson, T. D., IBM, Chicago
Robinson, Con L., J. M. Camp & Co., Wheaton, Ill.
Robinson, R. V., WCYB, Bristol, Va.
Robinson, William W., WKYR Keyser, W. Va.
Robison, Charles F., WOOD Grand Rapids, Mich.
Roche, Dwyer. Standard Rate & Data, Skokie, Ill.
Rockwell, R. J., Crosley Broadcasting Corp., Cincinnati
Rodoff, Sol, WMII Milwaukee
Rogers, Charles (Buddy), KIRL Wichita, Kan.
Rogers, John G., WRC Washington, D. C.
Rogers, Lawrence H. II, Taft Broadcasting Co., Cincinnati
Rogers, Thomas A., WCLT Newark. Ohio
Rogers, W. D. (Dub), KDUB-TV Lubbock. Tex.
Rohrbaugh, Philip A., WHVR Hanover, Pa.
Rohrer, Joseph H., WLCX LaCrosse, Wis.
Rohrer, Mrs. Evelyn, WLCX LaCrosse, Wis.
Rollins, O. Wayne, WAMS Wilmington, Del.
Romine, Douglas J. KARK Little Rock, Ark.
Root, Percy G., WJDX Jackson, Miss.
Roper, Rev. Donald G., KSEW Sitka, Alaska
Rosen, Arthur, WAST Albany, N. Y.
Rosen, E. David, WAST Albany, N. Y.
Rosenberg, Ted, King Features Syndicate, New York
Rosenblatt, Marvin B., WAVZ New Haven, Conn.
Rosenthal, Jack, KBBS, Wyo.
Rosenthal, Mort, WDAU-TV Scranton, Pa.
Roslow, Laurence, Pulse Inc., New York
Ross, Harold G., Mars Broadcasting Inc., Stamford, Conn.
Roth, Bob A., KONO-TV San Antonio, Tex.
Roth, Jack, KONO San Antonio, Tex.
Rothrum, William V., WSYR-AM-FM-TV Syracuse, N. Y.
Rowe, Josiah P. III, WFLS Fredericksburg, Va.
Rowell, Russell, Spearman & Roberson, Washington
Rozet, A. Bruce, EMI/US, Hollywood
Rudloff, Everett, WILK Asbury Park, N. J.
Ruegg, Fred, CBS Radio, New York
Rule, Elton H., KABC-TV Los Angeles
Runnerstrom, Robert O., WBOY Clarksburg, W. Va.
Runyon, Charles A., Lohnes & Culver, Washington
Russel, C. Brooks, WESR Tasley, Va.
Russell, James D., KKTV, KFMH, KGHF Colorado Springs, Colo.
Russel, Mrs. Ruth H., WESR Tasley, Va.
Rutledge, John T., WHOO Orlando, Fla.
Ruwitch, Lee, WTVJ (TV) Miami
Ryan, Bill, A. C. Nielsen Co., New York
Ryan, William B., Blackburn & Co., Chicago
Ryan, William J., WNOC Naples, Fla.

S

Sacks, David M., ABC, San Francisco
Saddler, Owen L., May Broadcasting Co., Omaha, Neb.
Sadler, W. H. Jr., Religious Film Production, Tulsa
Sadlier, Michael, CBC, Toronto, Ont.
Salk, Robert H., Corinthian Broadcasting Corp., New York
Sambrook, A. B., RCA Recorded Program Services, New York
Sammons, Elizabeth, KSCJ-KTIV Sioux City, Iowa
Samuels, Hartley L., Samuels Stations, New York
Sanders, Ben B., KICD Spencer, Iowa
Sanders, Charles R., WSPA-AM-FM-TV, Spartanburg, S. C.
Sanderson, Allen G., WWJ Detroit
Sanderson, James V., WAPI Birmingham, Ala.
Sandler, Jack L., WQAM Miami
Sandstrom, Milda, WIBW-AM-TV Topeka, Kan.
Sanjek, Russell, BMI, New York
Saperstein, Henry G., Television Personalities Inc., Burbank, Calif.
Santucci, Anthony V., WCGO Chicago Heights, Ill.
Sauber, Robert H., WFRA, WTVI Franklin, Pa., Titusville, Pa.
Savin, Lee, Tv Stations Inc., New York
Savitt, Judge Max M., WCCC Hartford, Conn.
Sawamura, E., Japan
Saxe, Edward, CBS, New York
Scala, Edward M., WINR Binghamton, N. Y.
Scarbrough, Walter H., WBNT Oneida, Tenn.
Schaaf, Harold, WRFD Columbus, Ohio
Schafer, Paul C., Schafer Custom Engineering, Burbank, Calif.
Schatz, Jay J. G., KIXZ Amarillo, Tex.



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Schiele, George W., Broadcast Advertisers Reports, New York
Schlinkert, R. T., Taft Broadcasting Co., Birmingham, Ala.
Schloss, O. M., WIIC Pittsburgh
Schmid, Robert, Bolling Co., New York
Schmidt, Robert E., KAYS Hays, Kan.
Schneider, Alfred, ABC-TV, New York
Schneider, Dave, KARD-TV Wichita, Kan.
Schneider, Jack, WCAU-TV Philadelphia
Schoen, Arnold F. Jr., WDBO Orlando, Fla.
Schofield, Arthur C., Peoples Broadcasting Corp., Columbus, Ohio
Schroeder, Arthur H., Miller & Schroeder, Washington
Schroeder, Frank C. Jr., WDZ Decatur, Ill.
Schroeder, Mrs. Frank C. Jr., WDZ Decatur, Ill.
Schroeder, Raymond J., May Broadcasting Co., Omaha, Neb.
Schroeder, Willard, WOOD Grand Rapids, Mich.
Schrott, Alvin D., WJAC-TV, Johnstown, Pa.
Schudt, William A., CBS, New York
Schulkind, Herbert M., Fly, Shuebruk, Blume & Gaguine, Washington
Schwieder, A. W., Idaho Radio Corp., Idaho Falls, Idaho
Scofield, Charles L., KEYS Williston, N. D.
Scott, Claude, KTBS-TV, Shreveport, La.
Scully, Charles, SESAC Inc., New York
Searle, Don, Hamilton-Landis, Los Angeles
Sears, Zenas, WAOK Atlanta, Ga.
See, Harold P., KRON-TV San Francisco
Seebeck, Charles E., WTON Staunton, Va.
Segal, Bernard R., Jules Cohen, Consulting Electronic Engineer, Washington
Siebert, Lewis O., KGKL San Angelo, Tex.
Seidelman, Robert, Screen Gems, New York
Seiler, James W., American Research Bureau, Beltsville, Md.
Sellars, Emil A., WBTW (TV) Florence, S. C.
Sellars, Lacy S., Jefferson Standard Broadcasting Co., Charlotte, N. C.
Selph, Colin M., Blackburn & Co., Los Angeles
Sells, Harry G., Dow, Lohnes & Albertson, Washington, D. C.
Sepaugh, L. M., Capitol Broadcasting Co., Jackson, Miss.
Serrao, John A., Kaiser Broadcasting, Honolulu, Hawaii
Severn, Donald W., Ted Bates & Co., New York
Sevey, Robert W., KGMB Honolulu, Hawaii
Seward, James M., CBS Radio, New York
Shabeen, Richard A., Hamilton-Landis, Chicago
Shaffer, Russ, KBOL Boulder, Colo.
Shafto, G. Richard, WIS Columbia, S. C.
Shakespeare, Frank, WCBS-TV New York
Shan, Donald S. Jr., ABC-TV, New York
Shannon, Stephen Q., Meredith Broadcasting Co., Omaha, Neb.
Shapiro, M. H. (Shap), Broadcast Pioneers, N. Y.
Shapiro, Mike, WFAA Dallas
Sharpe, George W., WEAN Providence, R. I.
Shaub, Harry J. Jr., WGAL Lancaster, Pa.
Shaw, William D., KFSO San Francisco
Shawn, Fred P., WSUN St. Petersburg, Fla.
Shay, Jack, WTVJ (TV) Miami
Shea, Hamilton, WSVA-AM-TV Harrisonburg, Va.
Sheftall, Parry, WJZM Clarksville, Tenn.
Shepard, Harwell V., KDNT Denton Tex.
Shepard, Joan, Tv Stations Inc., New York
Shepard, Richard C., WGR Buffalo
Sheridan, Phil, WRFD Columbus, Ohio
Sherman, Barry, WQXI Atlanta
Sherman, Gordon, WMAY Springfield, Ill.
Sherman, John, WCCO Minneapolis
Shelburne, Thomas P., WNEP-TV Scranton, Pa.
Shelton, Aaron, WSM-TV Nashville
Shively, Richard F., WTVW (TV) Evansville, Ind.
Shoemaker, Jim, A. C. Nielsen Co., Chicago
Sholar, John P., WJHG-TV, WALB-TV Albany, Ga.
Shomo, Ernest, WBBM Chicago
Shott, John, WHIS-TV Bluefield, W. Va.
Shouse, James D., Crosley Broadcasting Corp., Cincinnati
Shuebruk, Peter, Fly, Shuebruk, Blume & Gaguine, Washington
Shull, Thomas B., Storer Broadcasting Co., Miami Beach, Fla.
Shurtleff, David J., WJAR-TV Providence, R. I.
Sigman, Loyd C., KMPC, KSFO, KVI Los Angeles
Silman, Jim, WTOP-TV Washington
Sims, William P. Jr., Dow, Lohnes & Albertson, Washington
Simmons, Lamar, WLCS Baton Rouge, La.
Simon, Arthur, Radio-TV Daily, New York
Simon, L. S., KPIX San Francisco
Sinclair, Dody, WJAR Providence, R. I.
Singer, Sheldon, KVOR Colorado Springs, Colo.
Singleton, Bruce E., WALB-TV, WJHG-TV, Albany, Ga.
Sitrick, Joseph M., Blackburn & Co., Washington
Skaran, Raymond, WKBT La Crosse, Wis.
Sklom, George M., Walter F. Kean & Assoc., Riverside, Ill.
Slate, Samuel, WCBS New York
Slavick, H. W., WMC Memphis, Tenn.
Sloan, W. J. Jr., KFRD Rosenberg, Tex.
Small, Burrell L., WKAN Kankakee, Ill.
Small, Franklin H., WAVI Dayton, Ohio
Small, Len H., WQUA Moline, Ill.
Smiley, Howard J., KCRA Inc., Sacramento, Calif.
Smith, Baylen, WISN-TV Milwaukee, Wis.
Smith, Calvin J., KFAC Los Angeles
Smith, Charles H., Corinthian Broadcasting Corp., New York
Smith, Charles C., WDEC Americus, Ga.
Smith, E. Berry, WFRV-TV Green Bay, Wis.
Smith, E. Stratford, Smith & Pepper, Washington, D. C.
Smith, Edgar, WFIN Findlay, Ohio
Smith, Elmer F., WNAX Yankton, S. D.
Smith, George Severn, Smith, Hennessey & McDonald, Washington, D. C.
Smith, Harvey C., WDEL Wilmington, Del.
Smith, Hugh M., WCOV Montgomery, Ala.
Smith, J. Porter, WJPS Evansville, Ind.
Smith, Jerry E., Gulf Coast Broadcasting Co., Corpus Christi, Tex.
Smith, Lester M., KXL Portland, Ore.
Smith, Robert H., WCYB Bristol, Va.
Smith, T. A., RCA, Camden, N. J.
Smith, Wayne H., WFMQ Chicago
Smithgall, Charles, WGGA, WRGA & WAAX Gainesville, Ga.
Smucker, Ray C., KTAR Phoenix, Ariz.
Smullin, Wm. B., KIEM-TV Eureka, Calif.
Smullin, Mrs. Wm. B. (Rusty), KIEM-TV Eureka, Calif.
Sneller, J. W., KRNT-TV Des Moines, Iowa
Snider, Bob, KTUL-TV Tulsa, Okla.
Snyder, Franklin C., WTAE TV) Pittsburgh
Snyder, Robert D., KTVH (TV) Wichita, Kan.
Soell, John B., KTVE (TV) El Dorado, Ark.
Sokol, George K. Jr., WGH Newport News, Va.
Sondheim, James, WQXR New York
Sorenson, A. F. (Fritz), WKRS Waukegan, Ill.
Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Sowell, F. C., WLAC Nashville
Spann, June S., KWAK Stuttgart, Ark.
Spann, Melvin P., KWAK Stuttgart, Ark.
Sparnon, Ken, BMI, New York
Spavento, Carl J., WBUF, Buffalo
Spence, Mrs. Sylvia, Sylvia Spence Assoc., N. Y.
Spencer, Lester G., WKBV Richmond, Ind.
Spheeris, A. M., WEMP Milwaukee
Spottswood, John M., WKWF Key West, Fla.
Spottswood, Mary S., WKWF Key West, Fla.
Spragg, Leonard, Storer Broadcasting Co., Miami Beach, Fla.
Sprague, Charles A., WMAX Grand Rapids, Mich.
Sprenger, Conrad, KPOL Los Angeles
Spring, J. L., WIMA-TV Lima, Ohio
Stakes, Richard S., WMAL Washington
Standard, Charles, The Meeker Co., New York
Stanfield, Ray M., WIST Charlotte, N. C.
Stanley, Al G., WTSB Lumberton, N. C.
Stanley, Earl R., Dow, Lohnes & Albertson, Washington
Stapp, Jack S., WKDA Nashville
Stark, Howard E., New York
Stark, Joan G., Grey Adv., New York
Starnes, Jack, WBAG Burlington-Graham, N. C.
Starnes, Rudy, KDUB-TV Lubbock, Tex.
Stecher, Bentley A., WEBB Baltimore
Steel, David L., Sr., Creutz, Steel & Snowberger, Washington
Stebbins, John D., Hamilton-Landis, Washington
Stephenson, George, WJBC Bloomington, Ill.
Stern, Edgar B. Jr., WDSU New Orleans, La.
Stern, Larry, M & A Alexander Productions, Hollywood
Sternberg, George, Pulse Inc., New York
Stevens, David S., McKenna & Wilkinson, Washington
Stevens, George A., KOTV (TV) Tulsa
Stewart, David V., WKBN Youngstown, Ohio
Stiles, William D., KFSA Fort Smith, Ark.
Stoll, Bruce A., Media Investments Co., Los Angeles
Stoll, Jack L., Jack L. Stoll & Assoc., Los Angeles
Stone, David G., Australian Broadcasting Comm., Australia
Stone, Harold, WLOF-TV Orlando, Fla.
Stone, Peggy, Radio-Tv Reps. Inc., New York
Stone, Robert L., NBC, New York
Storer, George B. Sr., Storer Broadcasting Co., Miami Beach, Fla.
Storer, George B. Jr., Storer Broadcasting Co., Miami Beach, Fla.
Stoner, Marion, WJBK-TV Detroit, Mich.
Stout, Clair L., Dow, Lohnes & Albertson, Washington
Strachota, Bernie, WRIT Milwaukee
Straus, D., Zlowe Co., New York
Streibert, Theodore, WTCN Minneapolis, Minn.
Strouse, Ben, WWDC Washington, D. C.
Struthers, Harvey, CBS, New York
Stubblefield, Wm. T., WAGE Leesburg, Va.
Sudbrink, Robert W., WRMS Beardstown, Il.
Sugg, P. A., NBC, New York
Sullivan, Cornelius K., NBC, New York
Sullivan, Donald, KVTV (TV) Sioux City, Iowa
Sullivan, Claude, Bluegrass Broadcasting Co., Lexington, Ky.
Sullivan, Henry, Carolina Broadcasting Co., Charlotte, N. C.
Sullivan, Thomas S., Dow, Lohnes & Albertson, Washington
Summerfield, Jack D., WRVR New York
Sundlun, Bruce G., WJAR Providence, R. I.
Sutton, David V., MCA TV, New York
Sutton, Robert P., KNX Los Angeles
Swafford, Tom, WCAU Philadelphia
Swanson, Bill, KTUL-TV Tulsa
Swartley, W. C., WBZ Boston
Swartz, Donald, KMSP-TV Minneapolis
Swift, Arthur M., WTCN Minneapolis
Swift, G. Richard, Bolling Co., New York
Swisher, Arden E., May Broadcasting Company, Omaha, Neb.

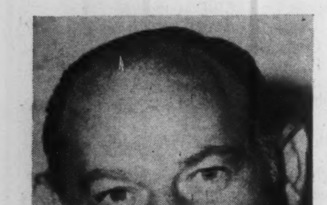
T

Tabner, Doug, WTOL-TV Toledo, Ohio
Taishoff, Sol, BROADCASTING & TELEVISION magazines
Taishoff, Lawrence B., BROADCASTING magazine
Talley, Hayward L., WSMI Litchfield, Ill.
Talley, Mrs. Hayward, WSMI Litchfield, Ill.
Tanger, Alexander M., WHDH Boston
Tanner, Harold I., WLDM Detroit
Tansey, John B., WRVA Richmond, Va.
Tarlow, Sherwood J., WHIL Boston
Tarter, George L., KCBD-TV Lubbock, Tex.
Taylor, F. Chase Jr., WVET-TV Rochester, N. Y.
Taylor, J. Glen, WAVY Norfolk, Va.
Taylor, J. P., RCA, Camden, N. J.
Taylor, Jean F., Young & Rubicam, New York
Taylor, Robert A., Standard Electronics, Farmingdale, N. J.
Temple, Al, WKCT Bowling Green, Ky.
Tenebaum, Harry, KTVI St. Louis
Terry, Hugh B., KLZ Denver
Tharpe, James B., Visual Elecrtonics, New York
Theriault, Paul F., Young & Rubicam, New York
Thomas, C. L. (Chet), KXOK Radio, St. Louis
Thomas, Edward G., WKJG Ft. Wayne, Ind.
Thomas, Eugene S., KETV (TV) Omaha, Neb.
Thomas, Robert D., WBNS-TV Columbus, Ohio
Thomas, Robert R Jr., WOAY-AM-FM-TC Oak Hill, W. Va.
Thompson, C. Robert, WBEN Buffalo
Thompson, Doyle D., WFMY-TV Greensboro, N. C.
Thompson, David C., Ampex International, Redwood City, Calif.

Thompson, John W. Jr., WMAL Washington
Thorpe, George W., WVCG-AM-FM Coral Gables, Fla.
Thuman, Thomas, WIST Charlotte, N. C.
Thurston, Donald A., WMNB North Adams, Mass.
Thwaites, Dorothy G. (Mrs. E. N.), KFUN Las Vegas, N. M.
Thwaites, Ernest N., KFUN Las Vegas, N. M.
Timberlake, Floyd A., WKBW-TV Buffalo
Timmons, Jack, KWKH Shreveport, La.
Tindal, Alan C., WSPR Springfield, Mass.
Tink, Edward M., KWWL Waterloo, Iowa
Tipton, Jack, KLZ-TV Denver
Tirico, Frank, KXEL Waterloo, Iowa
Tomberlin, Bill, KMLA Los Angeles
Tooke, F. A., WBC, New York
Tooke, Rolland V., WBC, New York
Tornberg. Edwin, Edwin Tornberg & Co., N. Y.
Torrey, William H., KGNC Amarillo, Tex.
Tracy, E. C., RCA, Camden, N. J.
Trainer, M. A., RCA, Camden, N. J.
Traylor, Dave, A. C. Nielsen Co., New York
Treyz, Oliver, ABC-TV, New York
Troeglen, Karl, KCMO-AM-TV Kansas City, Mo.
Trompeter, Richard J., KTVI (TV) St. Louis
Trotter, Hugh E., WSEV Sevierville, Tenn.
Trotter, James R., Kline Iron & Steel, Columbia, S. C.
Trouant, V. E., RCA, Camden, N. J.
Trowbridge, Peter, Tucson Radio Inc., Tucson, Ariz.
Truscott, Robert, WITI-TV Milwaukee
Tucker, Charlotte, Keystone Broadcasting, Chicago
Tunnell, G. W., RCA, Camden, N. J.
Turrentine. Raymond C., WBEJ Elizabethron, Tenn.
Twining, W. R., W. R. Twining & Co., Palo Alto, Calif.
Tyrol, Robert S., WTIC Hartford, Conn.

U-Z

Ulmer, James G., Fort Worth
Umansky, Martin, KAKE Wichita, Kan.
Unger, Alvin E., Television Personalities Inc., New York
Utley, George, WFAA Dallas
VadeBoreover, E. R., WSYR-AM-FM-TV, Syracuse
VanCantfert, A. R., WAVY-TV Portsmouth, Va.
Vance, Fred L., KVOZ-TV Tucson, Ariz.
Van Duzer, Roger O., KIVA-TV Yuma, Ariz.
Van Nostrand, Lew, WMT Cedar Rapids, Iowa
Varnum, W. B., RCA, Camden, N. J.
Veihmeyer, Fred D., Lohnes & Culver, Washington
Venard, Lloyd George, Venard, Rintoul & McConnell, New York
Vidacovich, I. J. Jr., WWL New Orleans, La.
Vigue, Harold L., WTVL Waterville, Me.
Vihon, Lester, WFMQ, Chicago
Vincent, Emil P., ABC, New York
Vordermark, Earnest, WJXT (TV) Jacksonville, Fla.
Voss, George P., National Foundation, New York
Vondell, John H. Jr., WQDY Calais, Me.
Voynow, Edward E., Edward Petry, Chicago
Waddell, Harold W., WKBZ Muskegon, Mich.
Wagner, George A., KFI Los Angeles
Wagner, Harold M., MBS, New York
Wagner, Jay, WLEC Sandusky, Ohio
Wagner, Louis P. Jr., WTAE (TV) Pittsburgh
Wagner, Paul E., R. C. Crisler & Co., Cincinnati
Wagstaff, Walter E., KGW-TV Portland, Ore.
Wahlmann, Ted, KANY St. Louis
Wailes, Lee B., Storer Broadcasting Co., Miami Beach, Fla.
Walbridge, Willard E., KTRK-TV Houston
Walk, Leonard, WAMO & WAZZ Pittsburgh
Walker, H. G., CBC, Ottawa, Ont.
Walker, Larry, WSOC-TV Charlotte, N. C.
Walkmeyer, Jack, KWHT-TV Goodland, Kan.
Wall, John, General Electric, Syracuse, N. Y.
Wall, Thomas H., Dow, Lohnes & Albertson, Washington
Wallace, Robert M., WOHS Shelby, N. C.
Waller, Thomas N., WLVA Lynchburg, Va.
Wannmeker, Allen, WBIG Greensboro, N. C.
Ward, Narine, Ampex Corp., Redwood City, Calif.
Ward, Carl, CBS, New York
Ward, Winston O., KIMP Mt. Pleasant, Tex.
Warren, Albert, Television Digest, Washington
Warren, Cameron A., KRCW Santa Barbara, Calif.
Warren, W. W., KOMO Seattle, Wash.
Waterman, Bernard, WAAB Worcester, Mass.
Watkins, Frank, SESAC Inc., New York
Watson, Bob, KGNC Amarillo, Tex.
Watts, Duane L., KHAS-TV Hastings, Neb.
Waugh, Irving C., WSM-TV Nashville
Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Washington
Wayne, Elmer O., ABC, San Francisco
Wear, Donald D., WTPA Harrisburg, Pa.
Weathersby, J. Patrick, WBRZ-TV Baton Rouge, La.
Weaver,Joseph, WTOL-TV Toledo, Ohio
Weaver, Shelton, WIIC (TV) Pittsburgh
Weber, Fred, WSTV Steubenville, Ohio
Weber, Gus, Programatic Broadcasting, New York
Weber, Louis E., ASCAP, New York
Webster, Maurie, CBS Radio, New York
Wehrman, Harvey, KLZ Denver
Weiland, Larry, Ampex Corp., Redwood City, Calif.
Wein, Oscar, WDLC Port Jervis, N. Y.
Weinberg, Edward H., KBBS-KASL Buffalo, Wyo.
Weis, Pierre, Economee Television Programs, New York
Weisberg, Robert, Trans-Lux Television Corp., New York
Welch, Neal B., WSBT South Bend, Ind.
Welcome, Paul E., WIS Columbia, S. C.
Wells, Keith G., KYTV (TV) Springfield, Mo.
Welpott, Raymond D., WRCV Philadelphia
Wenger, W. D., RCA, Camden, N. J.
Wertheim, E. Taylor, Wertheim Adv. Agency Inc., New York
Weseloh, Bill, A. C. Nielsen Co., Menlo Park, Calif.
West, Ben K., KOCO-TV Oklahoma City, Okla.
West, Don, TELEVISION magazine
Wetter, Edward, Edwin Tornberg & Co., N. Y.
Wheeler, Edwin K., WWJ Detroit
White, Josephine. WCRW Chicago
White, Pat J., KTBS-TV Shreveport, La.
Whitlock, E. S., WRNL Inc., Richmond. Va.
Whitney, George, Marietta Broadcasting Inc., San Diego, Calif.
Whitney, George M., WGRY Gary, Ind.
Whitney, Philip B., WING Winchester, Va.
Wickemeyer, James F., WKBV Richmond, Ind.
Wickham, Ben, Storer Broadcasting Co., Cleveland
Wiig, Gunnar, WROC-TV Rochester, N. Y.
Wilkerson, Arthur, WLIL Lenoir City, Tenn.
Wilkinson, Vernon L., McKenna & Wilkinson, Washington
Wilkey, Gene, KMOX-TV St. Louis
Wilkins, J. P., KFBB Great Falls, Mont.
Williams, Jack, Standard Rate & Data, New York
Williams, John Pattison, WING Dayton, Ohio
Williams, Ralph C., RCA Custom Records, N. Y.
Williams, Richard N., WGLM Richmond, Ind.
Williams, Wayne (Red), WLOL Minneapolis, Minn.
Williamson, W. P. Jr., WKBN-AM-FM-TV Youngstown, Ohio
Williamson, W. P. III, WKBN-AM-FM-TV Youngstown, Ohio
Wilner, John T., WBAL-TV Baltimore
Wilson, Ben, A. C. Nielsen Co., Chicago
Wilson, Edward E., Tv Corp. of Michigan, Jackson, Mich.
Wilson, Jim C., WJCW Johnson City, Tenn.
Wilson, Robert S., KXTV (TV) Sacramento, Calif.
Wilson, Thomas W., Dow, Lohnes & Albertson, Washington
Wilson, Walton W., KDEN Denver
Wimmer, Paul L., Jules Cohen Consulting Electronic Engineer, Washington
Winders, Paul A., WIBW-AM-TV Topeka, Kan.
Windsor, Walter M., KTAL-TV Texarkana, Tex.
Windle, Ben E., WCLT Newark, Ohio
Windsor, Joe, WTVC Chattanooga, Tenn.
Wirth, Don C., WNAM Neenah, Wis.
Wise, Bernard, ITA Electronics, Lansdowne, Pa.
Wise, Harry, George P. Hollingbery Co., N. Y.
Witt, William U. Jr., WTVT (TV) Tampa, Fla.
Wittenberg, Lionel, WISN Milwaukee, Wis.
Wodlinger, Mark L., WMBD-TV Peoria, Ill.
Wolfe, Howard H., WKNX-TV-AM Saginaw, Mich.
Wolfe, Richard M., WBNS-TV Columbus, Ohio.
Wolfe, Robert F., WFRO Fremont, Ohio
Wolfenden, Robert C., WMEV Marion, Va.
Wolfenden, Stella D., WMEV Marion, Va.
Wolff, William J., Azrael Productions, Baltimore
Wolfson, Louis, Wometco Enterprises Inc., Miami
Wommack, David A., KALT Atlanta, Tex.
Wood, Robert D., KNXT Los Angeles
Woodard, C. C., WBC New York
Woodland, Cecil, WEJL Scranton, Pa.
Woodland, Paul I., WGAL Lancaster, Pa.
Woodruff, J. W. Jr., WRBL-AM-TV Columbus, Ga.
Woods, William A., WMHE Toledo, Ohio
Wooten, Hollis. WREC Memphis
Wooten, Hoyt B., WREC Memphis
Wormington, Bob J., WDAF-TV Kansas City, Mo.
Worster, Merle C., ABC, New York
Worster, Ralph G., Bluegrass Broadcasting Co., Lexington, Ky.
Wray, Charles KTBS-TV Shreveport, La.
Wray, E. Newton, KTBS-TV Shreveport, La.
Wright, Donald L., Tv Corp. of Michigan, Jackson
Wright, Jay W., King Broadcasting Co., Seattle
Wright, Robert, WBRB, Mt. Clemens, Mich.
Wright, Warren, WFBM Indianapolis
Wyatt, Bill, A. C. Nielsen Co., Chicago
Wyatt, W. Judd, KMMO Marshall, Mo.
Yates, Richard G., MGM-TV New York
Yeldell, Guy E., KSD-TV St. Louis
Yoder, Lloyd E., NBC, Chicago
Yonkovig, Michael R., WWNY, WCNY-TV Watertown, N. Y.
Young, Adam, Adam Young Inc., New York
Young, George R., CBC, Ottawa, Ont.
Young, J. E., RCA, Camden, N. J.
Young, J. Norman, WEGO Concord, N. C.
Young, T. L., KAUS, KMMT-TV Austin, Minn.
Younts, Jack, WEEB Southern Pines, N. C.
Zelkowitz, Charles M., WMVO Mount Vernon, Ohio
Zelkowitz, Mrs. Charles M., WMVO Mount Vernon, Ohio
Zelkowitz, Stephen W., WMVO Mount Vernon, Ohio
Zellner, Fred, ABC, Chicago



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Harry Sanger, our Regional Sales Manager for the Southeast, used to be a vaudeville and movie song and dance man. He won't give you a song and dance about Soundsmanship, but will give you the score on building your sales. See him

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NBC RADIO REPORTS BILLING UPSURGE

Business already is 80% of last year's, McDaniel reports

With eight months to go in 1961, NBC Radio already has written four-fifths as much business as its total for 1960 and is assured of being "even more in the black" this year than last.

William K. McDaniel, vice president in charge of the network, is slated to give this encouraging report to the NBC Radio Affiliates Executive Committee in Washington next Monday (May 8), during the NAB convention.

Mr. McDaniel and his associates also are slated to submit to the affiliates group an "improved" plan of station compensation, described as an up-dated version of the plan now in effect, designed to enable affiliates to reach maximum payments more realistically than is currently possible. The current plan was devised when NBC Radio was feeding some 70 hours of programs to its affiliates each week; the new plan reflects the cutback, put into effect 15 months ago, to an average of about 32 hours a week.

Mr. McDaniel said last week that continuing improvement in sales, a steadily high average of station clearances (about 95 percent), and top-level audience ratings were evidence that its decision to cut out entertainment programs and emphasize news, information and "Monitor" is paying off for network, stations, advertisers and audiences.

CBS Radio personnel to attend convention

CBS Radio will headquarter during the NAB Washington convention at the Shoreham Hotel, Suite C-500 (see story of other network convention plans starting page 104). Here is the list of CBS Radio personnel assigned to the convention: Arthur Hull Hayes, president; James Seward, executive vice president; George Perkins, vice president in charge of network programs; W. Thomas Dawson, vice president in charge of advertising and promotion; Fred Ruegg, vice president in charge of station administration; William A. Schudt Jr., vice president, affiliate relations; Robert DiMattina, clearance coordinator of network sales service; William H. Breenan Jr., western division manager of affiliate relations; Arthur L. Hecht, manager of program promotion and merchandising; Sid Garfield, director of press information; Edward E. Hall, administrative manager of affiliate relations; Eric H. Saline, national manager of affiliate relations.

These vice presidents of CBS Radio will represent the CBS owned radio stations: Sam Slate, general manager of WCBS New York; Thomas Y. Gorman, general manager of WEEI Boston; Robert F. Hyland, general manager of KMOX St. Louis; Robert P. Sutton, general manager of KNX Los Angeles; E. H. Shomo, general manager of WBBM Chicago; Tom Swafford, general manager of WCAU Philadelphia; Jules Dundes, general manager of KCBS San Francisco; Maurie Webster, vice president of CBS Radio Spot Sales.

Fm stereo to be topic at NAFMB gathering

The future of fm stereo broadcasting under the newly approved Zenith-General Electric system will be a main feature at the May 6-7 meeting of National Assn. of Fm Broadcasters, according to

The list of lenders for stations purchases is growing

Need money to buy a radio station? Want to form a syndicate to take over a tv station group?

There's no need to be frustrated because you don't have collateral to interest your banker; there are funds available from financial experts familiar with broadcasting operations.

The field of financing for broadcasting is a new specialty for those who deal in money. Over the years there have been a few banks and insurance companies which participate in such business. In the last few years more and more established financial institutions have entered the broadcast financing field. In the last several weeks there have been several new outlets in this area:

▪ In New York, Communications Capital Inc. has been established to deal exclusively in broadcast financing. The principal of CCI is Lazar Emanuel, New York attorney and a substantial stockholder in Communications Industries Corp. the principal owner of WKST-AM-TV New Castle, Pa.-Youngstown, Ohio, WEOK Poughkeepsie, N. Y., and WACE Chicopee, Mass. Associated with Mr. Emanuel is Edwin Tornberg, station broker, and George Weiss, veteran broadcaster. CCI Offices are in the Time-Life Bldg., New York.

▪ In Chicago, Jay J. G. Schatz, president and owner of KIXZ Amarillo, Tex., and Chicago attorney, last week announced his entry into the broadcast financing field. Mr. Schatz represents a midwest financial institution. His office is in the Continental Illinois Bank Building.

▪ In New York, Television-Recreation Corp., with a capitalization of $305,000, was recently licensed by the Small Business Administration to specialize in television and motion picture financing. George J. Schaefer, vice president of Television-Recreation, is a former RKO executive.

Bankers ▪ The roster of banking institutions specializing in broadcasting is small but has grown in recent years. The following among others have active departments for handling broadcast financing: Bank of New York, Bankers Trust Co., Chase Manhattan Bank, Chemical Bank N.Y. Trust Co., all New York; Bank of America, San Francisco; Security First National Bank, Los Angeles; Society for Savings, Cleveland; Republic National Bank, Dallas.

Investment bankers active in this field are Carl M. Loeb, Rhoades & Co. and Lehman Bros., both New York. Insurance companies which have engaged in broadcast loans: Prudential Insurance Co., Newark, N. J., and Jefferson Standard Life Insurance Co., Charlotte, N. C. Jefferson Standard is the owner of radio and tv stations in Charlotte and Greensboro, N. C., and in Florence, S. C. At one time Kidder, Peabody & Co., Chicago, was active in radio-tv financing but more recently its efforts have been minimal.

Among the smaller investment companies, Allied Small Business Investment Co., Washington, D. C., has been handling broadcast financing.

All the major station brokers help bring the services of such firms to the attention of purchasers who need funds. Some have even arranged to handle clients' "paper" for short periods to help complete a sale.

an announcement by Fred Rabell, KITT (FM) San Diego.

Two top figures in fm multiplexing were added to the NAFMB schedule April 26. They are Harold Kassens, of the FCC broadcast facilities division who has headed the Commission's multiplex division, and Leonard D. Truesdale, president of Zenith Sales Co. They will review the effect of the FCC decision on fm broadcasting as well as stereo and multiplexing.

NAFMB will hold a closed business meeting Saturday morning, May 6. The afternoon meeting will be open to those interested in fm broadcasting (BROADCASTING, April 10). Officers will be elected at the business session. The afternoon agenda includes a sales seminar and a panel on automation, programming and production aids, moderated by Bill Tomberlin, KMLA (FM) Los Angeles.

Sunday morning's NAFMB meeting, also open, will give a nationwide picture of fm's development, with association board members participating. In the afternoon NAFMB delegates will join NAB in the joint Fm Day program. This will cover fm progress, several metropolitan cooperative promotions, multiplexing and a Young & Rubicam presentation showing nationwide fm saturation at near 33%.

Collins to address women broadcasters

The American Women in Radio and Television (AWRT), holding its 10th Anniversary convention in Washington May 4-7, will feature LeRoy Collins, NAB president, as its keynote speaker. About 1,000 delegates are expected to attend. Headquarters hotel is the Statler-Hilton.

Coming just prior to the NAB convention (May 7-10), the AWRT convention also will feature C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.; FCC Commissioner Rosel H. Hyde; Sen. Ralph Yarborough (D-Tex.), chairman of the Senate Commerce Committee's watchdog subcommittee; and Theodore S. Koop (moderator), director of operations, CBS Washington, in a broadcasting industry panel discussion, "Looking Ahead."

Also on the agenda will be a Capitol Hill news conference (master taped for broadcasters to use on their own programs), including Secretary of Labor Arthur J. Goldberg; Sen. Maurine Neuberger (D-Ore.), Rep Francis Bolton (R-Ohio), and Bill Moyers, associate director for public affairs, the Peace Corps.

Election of officers will conclude the convention on May 7. Esther Van Wagoner Tufty, Tufty News Service and NBC Washington, retiring AWRT president, will be succeeded by Montez Tjaden, KWTV (TV) Oklahoma City. Martha Crane, director of women's programs, WLS Chicago, will be the new president-elect.

10% of Nafi income from radio, tv in '60

Broadcast operations contributed $6,840,717 to the 1960 revenues of Nafi Corp., the company reported in its annual statement to stockholders. The total revenue was $58,409,153, and the net $1,728,580, or $1.42 per share. This compares with a 1959 gross of $23,354,720 and a net of $1,048,619, or $1.06 per share.

The broadcast revenue figure includes income from KCOP (TV) Los Angeles for 10 months, KXYZ Houston eight months, WTVT-TV Fort Worth four months, and KPTV (TV) Portland, Ore., for the full year.

KCOP was acquired March 10, 1960, for 44,000 shares of Nafi stock and is carried on the books as a intangible asset of $2,686,436.

Profit Seen ▪ KCOP, which in addition to its broadcast operations, also leases studio facilities and equipment to independent producers of tv programs and commercials, operated at a loss in 1960, the report notes, but it adds, "Internal adjustments and termination of its production and distribution of tv films are expected to place operations on a profitable basis for 1961."

The proxy statement also reveals that Kenyon Brown was paid $36,111.14 by Nafi during 1960 for services as president of KCOP. Mr. Brown was head of the Nafi broadcasting division until his resignation in December, when Alvin G. Flanagan, vice president of the broadcast operations, was elected as his successor. Mr. Brown died two weeks ago (BROADCASTING, April 24). Bing Crosby, part owner of KCOP before its sale to Nafi, continues as "chairman of the board of each subsidiary of the broadcasting division," the proxy statement reports.

Nafi's long-term debt includes an item of $1,999,569, of which $350,000 was current as of Dec. 31, 1960, in 4% notes payable to Copley Press, owner of KCOP before its purchase by the Kenyon Brown group. Nafi has also guaranteed a KCOP bank loan of $570,000, the annual report states.

Other Buys ▪ Nafi acquired KXYZ on May 6, 1960, for $750,000 cash and certain assets of the radio station, which Nafi is now operating. On Sept. 1, 1960, Nafi Television, wholly-owned subsidiary, commenced operation of KTVT-TV (formerly KFJZ-TV), whose facili-

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ties are being leased for 15 years for a total rental of $2.1 million. In addition, Nafi paid $900,000 in cash and notes "in consideration of certain film contracts, licenses and agreements relating to the station," according to the annual report. All Nafi Telecasting capital stock has been pledged as collateral for $400,000 in notes payable of this subsidiary. Nafi has also guaranteed payment of $200,000 of Nafi Telecasting obligations and $538,333 of rental payments. Ben Hogan, noted golfer and Fort Worth businessman, is a director and vice president of Nafi Telecasting.

Concurrently with the annual meeting, Nafi called a special meeting to authorize an increase in the company's capital stock from 1.5 million shares of $1 par value to 3 million shares, also at $1 par value.

In addition to its original business of producing and distributing interior furnishings for automobiles and its broadcast operations, Nafi also owns a number of gas and oil properties and last year acquired all outstanding stock of Chris-Craft Corp. for $40 million, of which $18 million remains outstanding.

Shea calls D.C. meet on ASCAP tv talks

Television's all-industry committee for negotiating music licenses with ASCAP plans to hold a brass-tacks meeting May 11 at the Shoreham Hotel in Washington immediately following the NAB convention.

The meeting, scheduled by Hamilton Shea, WSVA-TV Harrisonburg, Va., chairman of the committee, will also choose a six-man executive committee. This will be the group actually negotiating with ASCAP. The present ASCAP contracts with individual tv stations run out the end of this year.

On May 1, Mr. Shea sent out letters to all tv stations asking for financial support for the committee. Each station was asked to pay four times its quarter-hour, one-time rate to help underwrite the negotiations.

The May 11 meeting will be the third held by the 15-man committee, established early in January. It held an organization meeting that same month, and a second meeting in March. The committee has hired Ralstone R. Irvine, New York attorney, as chief counsel, and Joseph A. McDonald, Washington attorney, as associate counsel. Members of the committee represent both NAB and non-NAB members, large and small stations.

There have been three ASCAP agreements covering tv. The first, in 1949, was a 10% addition to the radio agreements; in 1953 and again in 1957 tv stations agreed to pay ASCAP 2.05% of their gross income, minus certain deductions.

NATIONAL GOALS MEET

Novik asks for conference to evaluate radio and tv

A call for a "national goals conference" this year by the FCC and broadcasters to evaluate radio and tv was made to the 31st Institute for Education by Radio-Tv at Ohio State U., Columbus, Ohio, last week. M. S. Novik, radio consultant, suggested such a conference might review the original intent of the Communications Act, define "public interest, convenience and necessity," examine present public affairs techniques and consider measuring public affairs in terms of time and money spent.

Louis Hausman, director of the Television Information Office, said there is no essential conflict between the objectives of those who seek to improve broadcasting and the goals of thoughtful broadcasters themselves. The surest way to get quality on the air is to improve the taste of the audience, not only in broadcasting but through other media, churches, schools and homes, he said.

Awards by the Institute went to:

RADIO AWARDS

Special Interest Groups: Group I (National), first award: *Master Control*, Radio & Television Commission of the Southern Baptist Convention; honorable mention: *Summerfallow*. CBC. Group II (Regional), first award: *Sunday School of the Air*. Prairie Region, CBC; honorable mention: *Focus on Careers*, Eastman Kodak Co. and WTIC Hartford, Conn.

Cultural Programs: Group I (National), first award: *Poet and the City*, CBC; honorable mention: *Summer Stage*, CBC. Group II (Regional), first award: *Masters of the Keyboard*, CBU Vancouver, CBC; honorable mention: *Songs for Presidents*, Westinghouse Broadcasting Co. Group III (local), first award: *Study of a Masterwork*, KPFK (FM) Los Angeles; honorable mention: *Report on Music*, KPFA (FM) Berkeley, Calif.

Personal and Social Problems: Group I (national), first award: *Soundings*, CBC; honorable mention: *Drama in Sound*, CBC. Group II (regional), first award: *One Deadly Drink*, WCAU Philadelphia; honorable mention: *Perspective*, Radio-Television Dept., New Jersey Council of Churches. Group III (local), first award: *Voice of New York*, WMCA New York City; honorable mention: *Profile Pittsburgh*, WJAS Pittsburgh.

Public Affairs Programs: Group I (national), first award: *Emphasis*, NBC; honorable mention: *America Elects a President*, CBS owned radio stations. Group II (regional), first award: *News Close-up*, WNEW New York City; honorable mention: *Opinion on the Air*, WCBS New York. Group III (local), first award: *Vice—Dade County*, WCKR Miami; honorable mention: *UN Report*, WGBH-FM Cambridge, Mass.

Special One-time Broadcasts: Group I (national), first award: *Voices of April*, CBC; honorable mention: *The Case of Ezra Pound*, CBC. Group II (regional), first award: *Our Retarded Children: An Appeal for Understanding*, WBZ Boston; honorable mention: *Beat Wasteland*, WCBS New York. Group III (local), first award: *From Crisis—Hope*, KPFK (FM) Los Angeles; honorable mention: *The Lincoln-Douglas Debate*, Radio/

STATIONS FOR SALE

EAST—$300,000
Nationally known fulltime station in one of North Carolina's top markets, fine opportunity, asking $300,000.

SOUTH—$225,000
SUNNY SOUTH FULLTIMER
The only fulltimer in a two station, semi-major market on Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

MIDWEST—$100,000
Midwest manufacturing and resort community within hour's drive of major market. This daytime facility is available for $100,000 with $29,000 down and a ten year payout on balance. Perfect set-up for owner-operator.

WEST—$135,000
Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000. Total price $135,000 with 29% down and long terms of balance.

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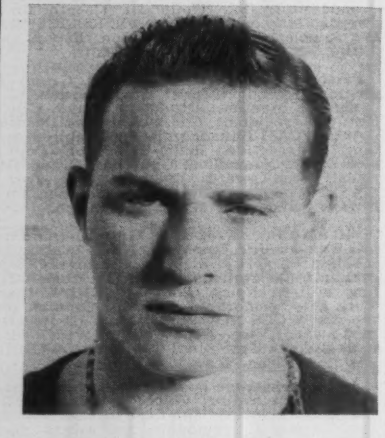
FBI issues lookout for military deserter

The FBI has alerted broadcasters to be on the lookout for George H. Contonio, who is wanted for desertion from the military service and who may seek employment as an engineer, announcer or disc jockey at a radio station. He is believed to be holding FCC life time restricted radio operators permit 14C 6943 and is carrying an FCC identification card licensed as a first radio telephone operator. The name appearing on the identification card is not known.



Local warrants have been issued for Contonio's arrest in Spokane and Okanogan, both Washington; Kalispell and Glendive, both Montana; Anoka, Minn.; Framingham, Mass. His *modus operandi:* after working several days, he flees with stamped or printed check blanks from the station where he has been working, subsequently forging the manager's name and cashing the checks.

He is 23, about 5-feet-10 and weighs 215 pounds. He is believed to be armed and dangerous. Persons with information on his whereabouts should contact the FBI.

Television, U. of Texas and KUT-FM Austin.

Programs for use in primary grades: Group II (regional), first award: *Music for Juniors,* Manitoba Dept. of Education and CBC; honorable mention: *Through the Magic Door,* School Broadcasts Branch, Alberta Dept. of Education. Group III (local), first award: *Let's Find Out,* St. Louis Public Schools, KSLH St. Louis.

Programs for intermediate grades: Group I (national), honorable mention: *I Was There,* School Broadcasts Dept., CBC. Group II (regional), first award: *Listening Is Fun,* British Columbia Dept. of Education and CBC; honorable mention: *World Tour,* St. Louis Public Schools, KSLH St. Louis. Group III (local), first award: *Tales That Live,* Newark (N. J.) Board of Education, WBGO-FM Newark.

Programs For Junior and Senior High School: Group I (national), first award: *Outlook,* CBC. Group II (regional), first award: *English Literature and Composition,* Atlantic School Broadcasts Committee and CBC; honorable mention: *Classics,* School Broadcasts Dept., CBC. Group III (local), first award: *Hats in the Ring,* Newark (N. J.) Board of Education, WBGO-FM Newark; honorable mention: *Young Book Reviewers,* WMCA New York City.

TELEVISION AWARDS

Special Class (Programs illustrating television's unique communication function in developing informed citizens in a U. S. election year): Group I (national), first award: *Presidential Countdown,* CBS News, CBS; honorable mention: *The Campaign and the Candidates,* NBC; special mention: *The Great Debates,* all networks. Group II (regional), first award: *WAGA-TV Editorials,* WAGA-TV Atlanta, Ga. Group III (local), no awards.

Special Interest Programs: Group I (national), first award: *Open House,* CBC; honorable mention: *Comparisons,* National Film Board of Canada and CBC. Group II (regional), first award: *The Lady Looks at Football,* Radio & Television Service, Indiana; honorable mention: *Christ in the Concrete City,* CFPL-TV London, Ont. Group III (local), first award: *The Golden Years,* WMVS-TV Milwaukee; honorable mention: *K-Dee Has a Baby,* KDKA-TV and Magee Hospital, Pittsburgh.

Cultural Programs: Group I (national), first award: *The Play of the Week,* WNTA-TV Newark, N. J.; honorable mention: *Leonard Bernstein and the New York Philharmonic,* Robert Saudek Assoc. and CBS. Group II (regional), first award: *Montage,* KMOX-TV St. Louis; honorable mention: *Expedition Colorado,* KBTV (TV) Denver. Group III (local), first award: *Portfolio,* WTOP-TV Washington; honorable mention: *Boston Symphony Orchestra,* WGBH-TV Boston.

Personal and Social Problems: Group I (national), first award: *CBS Reports,* CBS News; honorable mention: *The Disordered Mind,* CBC. Group II (regional), first award: *Community Workshop,* KING-TV Seattle; honorable mention: *Steel Strike,* WTAE (TV) Pittsburgh. Group III (local), first award: *Medical Special Events,* Howard Whitman Productions and WNEW-TV New York; honorable mention: *Whose Decision,* Tufts Civic Education Center and WGBH-TV Boston.

Public Affairs Programs: Group I (national), first award: *Bell and Howell Close-Up,* ABC; honorable mention: *NBC White Paper,* NBC. Group II (regional), first award: *Georgia's School Integration Problem,* WSB-TV Atlanta; honorable mention: *Assignment: Africa,* WBZ-TV Boston. Group III (local), first award: *Main Street (Boston),* WGBH-TV Boston; honorable mention: *Expedition! St. Louis,* KTVI (TV) St. Louis.

One-time Broadcasts: Group I (national), first award: *The Influential Americans,* CBS News, CBS; honorable mention: *Destiny's Tot,* NBC and American Jewish Committee; special mention: *Point of Departure,* CBC. Group II (regional), first award: *Bitter Harvest,* The Crown Stations, Seattle, Spokane and Portland; honorable mention: *Demons in the Streets,* WCAU-TV Philadelphia. Group III (local), first award: *Fresno Through the Years,* KMJ-TV Fresno, Calif.; honorable mention: *Birth by Appointment,* Central Hospital Service and WBNS-TV Columbus, Ohio.

Children and Youth (out-of-school viewing): Group I (national), first award: *New York Philharmonic Young People's Concerts,* CBS; honorable mention: *Watch Mr. Wizard,* Prism Productions and NBC. Group II (regional), first award: *Adventures in Rocketry,* Aerojet General Corp. and KVIE (TV) Sacramento; honorable mention. *The Gene London Shows,* WCAU-TV Philadelphia. Group III (local), first award: *Expedition Northwest,* KOMO-TV Seattle; honorable mention, none.

Systematic Instruction (elementary school levels, open or closed circuit): Group I (national), no awards. Group II (regional), first award: *Man's Need for Numbers,* CBC; honorable mention: *Parlons Francais II,* the 21" Classroom and WGBH-TV Boston. Group III (local), first award: none; honorable mention: *Almanac,* Board of Education, New York City and Regents Educational Television Projects.

Systematic Instruction (secondary school levels, open or closed circuit): Group I (national), first award: *Where History Was Made,* National Advisory Council on School Broadcasting and CBC. Group II (regional), first award: *Accent on Music,* 21" Classroom and WGBH-TV Boston; honorable mention: *Viva El Espanol,* KQED (TV) San Francisco. Group III (local), first award: *General Science,* Albuquerque Public Schools and KNME (TV) Albuquerque; honorable mention: *Geography,* School Programs Dept., KETC (TV) St. Louis.

Systematic instruction (college and adult levels, open or closed circuit): Group I (national), first award: *Photography—The Incisive Art,* National Educational Television & Radio Center; honorable mention: *Continental Classroom—Comtemporary Mathematics,* Learning Resources Institute & Conference Board of Mathematical Sciences and NBC. Group II (regional), first award: *Anatomy of Revolution,* WGBH-TV Boston and National Educational Television & Radio Center; honorable mention: *Odyssey—Nature of Human Nature,* KNXT (TV) Los Angeles and U. of Southern California. Group III (local), first award: *Principles of Geology,* Radio/Television Dept., U. of Texas; honorable mention: *Survey of Communications,* School of Journalism & Communications, U. of Florida and WUFT-TV, Gainesville.

400 affiliate officials to meet with CBS-TV

Some 400 television station executives are expected to gather in New York this week for the annual conference of CBS-TV executives and affiliates. The meetings, traditionally scheduled immediately before the NAB convention, will be held Thursday and Friday on the network's sales and program plans and progress, competitive position, program practices and on pending legislation.

William S. Paley, CBS Inc. chairman, and Henry M. Schachte, executive vice president of Lever Bros., will be the chief luncheon speakers, Mr. Paley on Thursday and Mr. Schachte on Friday. Dr. Frank Stanton, CBS president, will be heard in one of the business sessions.

Richard A. Borel, WBNS-TV Columbus, Ohio, chairman of the CBS-TV Affiliates Assn., will call the annual conference to order at 9:30 a.m. Thursday at the Trans-Lux Theatre, 52nd St. and Lexington Ave. All other sessions, starting with the Thursday luncheon, will be held at the Waldorf-Astoria Hotel.

AB-PT earnings hit new high

American Broadcasting-Paramount Theatres Inc. reported that estimated net operating earnings for the first quarter of 1961 were the highest in its history. They were $3,425,000 or 81 cents a share compared with $3,336,000 or 78 cents a share in 1960. Consolidated earnings increased to $7,339,000 or $1.73 a share from $3,380,000 or 79 cents a share in 1960.

In broadcasting, the quarterly report revealed that advertising interest in the firm's plans for the 1961-62 tv network season has been strong, and that the company currently has extended its interests in foreign tv stations to 10 countries.

New station brokerage firm

Robert J. Flynn and Myles H. Johns, in station ownership-management collectively for over 33 years, have announced the opening of a new brokerage firm, Associated Media Brokers, Suite 328 Bayview Building, Ft. Lauderdale, Fla.

FATES & FORTUNES

BROADCAST ADVERTISING

Howard Black elected senior vp of Ted Bates & Co., N. Y. Mr. Black, who will serve as group supervisor on Brown & Williamson Tobacco Corp. account, joined agency in 1949 as account executive. He was elected vp in 1956. Prior to his association with Bates, he was vp at W. Earl Bothwell Inc., N. Y.

Janet L. Wolff, formerly of J. Walter Thompson, N. Y., joins William Esty, that city, as copy department vp.

Jimmy Fritz, formerly of Jimmy Fritz & Assoc., joins Roche-Eckhoff & Assoc., Los Angeles, as vp. **Marion Vaughn** also moves over as media director.

A. Hilton Ritter, executive vp of Zimmer, Keller & Calvert, Detroit advertising agency, resigns. Mr. Ritter's future plans will be announced shortly.

Adrian L. Brown promoted from copy group head to creative director in Los Angeles office of McCann-Erickson. Mr. Brown's appointment follows transfer of **Don Jordan** to creative department in New York office. **Alex Nazemetz** transfers from San Francisco to Los Angeles as account executive, and **Emmett E. Doherty Jr.,** marketing executive, that city, promoted to account executive. **Ted Troy** joins McCann-Erickson's Los Angeles staff as account executive. Mr. Troy was brand manager with Procter & Gamble in its overseas division, in England and Italy.

Alice Westbrook, vp and creative director of North Adv., Chicago, named 1961 winner of *Woman of the Year Award* of Women's Advertising Club of Chicago at annual dinner April 25.

THE MEDIA

John F. Burgreen, promoted from sales manager to executive vp of WAVA-AM-FM Arlington, Va., replacing **George A. Crump,** who resigned in order to manage own station (WCMS Norfolk, Va.), which he recently purchased, pending FCC approval.

Norman L. Cloutier appointed to newly created position of station manager of WHAI-AM-FM Greenfield, Mass. He previously was music director and program director of station.

Edward E. Benham, for past 10 years chief engineer of KTTV (TV) Los Angeles, named manager of engineering for Crowell-Collier Broadcasting Corp. (KFWB Los Angeles; KEWB San Francisco; KDWB Minneapolis).

Robert D. J. Leahy resigns as business affairs manager of WSUN-AM-TV St. Petersburg, Fla., to return to own business, The Swanson-Leahy Co., consultants to industry.

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

A CHANNEL 5 WHIZ

OUR CHANNEL 5 GUEST WHIZ IS "MR. ROBIN" — OFFICIAL SYMBOL OF MICHIGAN WEEK — MAY 21-27

Q. The slogan, "Michigan Marching Forward", can keep Michigan among the leading states in the nation. Can you tell us who leads in television news in the productive multi-city market of Flint-Saginaw-Bay City and all of Eastern Michigan?	**A.** A robin's-eye view of the latest Neilsen proves that CHANNEL 5 perches high above its 2 nearest competitors. The "Five Star Final", nightly news feature, commands a soaring 199% more TV homes than the area's 2 other 11:00 p.m. newscasts. Huntley-Brinkley at 6:45 p.m., holds a dominant 170% more TV homes than the other 2 programs combined!
Q. Can you give three consecutive days of the week without naming Sunday, Tuesday or Friday?	**A.** Yesterday, today, tomorrow.
Q. For what purpose is Michigan Week being promoted? And what TV station in Michigan's rich and diversified 2nd market is making outstanding strides toward keeping — "Michigan Marching Forward"?	**A.** The purpose of Michigan Week is to promote the common good of Michigan's people. CHANNEL 5, serving more than 400,000 TV families in Michigan's Golden Valley, encourages a thorough understanding of education, religion and science, thus cooperating to put real meaning into Michigan Week.
Q. A woman declares that her grandfather is only five years older than her father. Can this be true?	**A.** Her grandfather is her mother's father.
Q. In Eastern Michigan, how can I best sell my products to the most people at the lowest cost-per-thousand?	**A.** WNEM-TV, CHANNEL 5, is your solid buy-way to Michigan's $2 billion dollar Second Market, the rich and thriving multi-city viewing area of Flint-Saginaw-Bay City and all of Eastern Michigan.

NBC CHANNEL 5

WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

Mr. Thompson

Jack Thompson, vp of radio sales with Peters, Griffin, Woodward, appointed head of radio-tv sales development department of The Branham Co., New York. He had previously been associated with Edward Petry Co. and McCann-Erickson.

Lloyd R. George, sales manager for KBOX Dallas, named sales manager and sales promotion director of KJEM-AM-FM Oklahoma City.

Art Abell named sales coordinator-merchandising manager for KFRC San Francisco. He was previously merchandising manager of KGO, that city. **Fred Thomas,** formerly account executive of KGO, joins sales staff.

Norman Wain, WDOK Cleveland program manager, leaves station.

Robert B. Hardenbergh, assistant manager of WCOG Greensboro, N. C., to WEAM Arlington, Va., as national sales manager.

Herman Maxwell, formerly director of sales, WNBC New York, and **Victor E. Forker,** general manager, WDRC Hartford, Conn., join WINS New York, as account executives.

Sid Stewart, WTIC-AM-TV Hartford, Conn., elected president of United Press International Broadcasters Assn. of Connecticut, succeeding **Ed Leonard** of WICH Norwich. **Vin Lawford** of WNAB Bridgeport, elected vp, and **Curt Gibson** of WNLK Norwalk, re-elected secretary-treasurer.

Ed Wallis, general manager of Westinghouse Broadcasting Co.'s WOWO Fort Wayne, Ind., named general manager of WBC's WIND Chicago effective May 15, succeeding **Gordon Davis** who becomes west coast manager of WBC Productions Inc. with headquarters in San Francisco. **Carl Vandagrift,** currently at WBC headquarters in New York, returns to WOWO as general manager, post he formerly held for number of years (WEEK'S HEADLINERS, April 24).

Mr. Jones

Charles E. Jones, administrative vp for sales and client service, Potts-Woodbury, Kansas City advertising agency, appointed general sales manager of WHB, that city. While at agency, he also was member of board of directors and, previously, served agency as account executive for eight years.

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PROGRAMMING

Winston O'Keefe, former producer of *Alcoa-Goodyear Theatre,* named to produce *Dennis The Menace* series next season, replacing **James Fonda,** who will produce new *Hazel* series, starring **Shirley Booth. Harry Ackerman** will function as executive producer for both series, and **William D. Russell** will be principal director of *Hazel* series. **Charles Barton,** who shared directing chores on *Dennis The Menace* during current season with Mr. Russell, has been engaged to direct first 26 episodes of series for next season. **Phil Leslie, Keith Fowler,** and **Louella MacFarlane,** continue as writers for *Dennis.*

Louis Gray named director of production, MGM-TV New York. He formerly was producer at Republic Studios and production executive and producer on Gene Autry's tv filming for Flying A Productions.

Marion Hargrove joins 20th Century-Fox Television as producer. Mr. Hargrove has been for past few years devoting most of his time to feature films.

Leo Salkin signed as associate producer to work with producer **Herbert Klynn** on *The Alvin Show,* series based on famous Ross Bagdasarian Chipmunk characters.

DEATHS

Harold A. Renholm, 61, central region vp for RCA, Chicago, died in Wesley Memorial Hospital April 23. Mr. Renholm first joined RCA in 1927 after association with Chicago Talking Machine Co. In 1944 he was named sales manager of RCA Distributing Corp. and promoted to vp and secretary of that firm in 1946. He was elected RCA staff vp last year.

James Melton, 57, opera, concert, radio and tv singer, died of pneumonia in Roosevelt Hospital, April 21. Funeral services were to be held in Riverside Church in New York and burial in Ocala, Fla. Mr. Melton starred on such shows as *The Texaco Theater, The Telephone Hour* and *The Harvest of Stars.*

Marcel Houle, 40, writer of CKVL Verdun, Que., died of heart attack April 8.

Bill Bowden, 35, communications engineer with Page Communications Engineering, Washington, died April 23, when trapped by fire which razed his home.

Frank Wilcox, 33, WTVJ (TV) Miami air personality, died April 21.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: April 20 through April 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Alamosa, Colo.—Alamosa Telecasting Co. Granted vhf ch. 3 (60-66 mc); ERP 1.41 kw vis., 0.851 kw aur.; ant. height 160 ft. Estimated construction cost $31,000, first year operating cost $55,000, revenue $64,000. P.O. address 931 Society for Savings Bldg., Cleveland, Ohio. Trans.-studio location Main & San Juan Sts., Alamosa. Geographic coordinates 37° 28′ 0″ N. Lat. 105° 52′ 0″ W. Long. Trans. Electron, ant. RCA. Sole owner is Harrison M. Fuerst who has interests in KVOR Colorado Springs, Colo., KPAS Banning and KTUR Turlock, both California. Action April 25.

Binghamton, N. Y.—Alfred E. Anscombe. Granted uhf ch. 56 (722-728 mc); ERP 214 kw vis., 107 kw aur. Ant. height minus 130 ft. Estimated construction cost $191,195, first year operating cost $192,280, revenue $288,000. P.O. address 246 Wallace Ave., Buffalo. Studio and Trans. location Arlington Hotel, Chenango and Lewis Sts. Geographic coordinates 42° 06′ 10″ N. Lat. 75° 54′ 32″ W. Long. Trans. RCA TTU-12A, ant. TFU-27DH. Legal counsel James E. Greeley, Washington. Consulting engineer Silliman, Moffet & Rohrer Washington. Mr. Anscombe has interest in WKBW-TV Buffalo, N. Y. Action April 25.

APPLICATIONS

Dallas, Tex. Automated Electronics Inc.—Uhf ch. 29 (560-566 mc); ERP 8.73 kw visual, 5.22 kw aural; antenna height above average terrain 522 ft., above ground 600 ft. Estimated construction cost $62,500, first year operating cost $50,000, revenue $75,000. P.O. address Southland Center, Dallas. Studio location 2229 Bryan St., Dallas. Transmitter location 229 Bryan St., Dallas. Geographic coordinates 32° 47′ 18″ N. Lat., 96° 47′ 25″ W. Long. Transmitter Electron TT24A, antenna Alford 1024. Legal counsel Dow, Lohnes & Albertson, Washington, D. C. Principals include **Roland S. Bond Jr.** (13.81%), **Sam Y. Dorfman** (19.34%), **Randolph B. Caldwell** (13.81%), **James H. Bond** (13.81%), and **Fort Worth Capital Corp.** (16.58%). Mr. Dorfman is partner in production company. Mr. James Bond is in securities business. Fort Worth Capital is ⅔ owned by **Stewart Devore.** Ann. April 25.

Cleveland, Ohio. Civic Bcstrs. Inc.—uhf ch. 19 (500-506 mc); ERP 431.5 kw visual, 215.8 kw aural; antenna height above average terrain 363 ft., above ground 489.8 ft. Estimated construction cost $346,870, first year operating cost $100,000, revenue $50,000. P.O. address 1515 Euclid Ave., Cleveland 15. Studio location 1935 Rockside Rd., Seven Hills, Ohio. Transmitter location same as studio. Geographic coordinates 41° 24′ 26″ N. Lat., 81° 40′ 27″ W. Long. Transmitter RCA TTU-258, antenna RCA TFU-21C. Consulting engineer Ralph Quay. Principal is **Frederick C. Wolf** (59.0%). Company owns WDOK-AM-FM Cleveland. Ann. April 14.

Existing tv stations

ACTIONS BY FCC

WLYH-TV Lebanon, Pa.—Granted waiver of sect. 3.652(a) of rules to permit identification as Lebanon-Lancaster station. Comr. Bartley dissented. Action April 26.

■ By order, commission granted joint petition by protestant and applicant and (1) permitted WRLP (TV) Greenfield, Mass., to withdraw its protest, and dismissed it as moot; and (2) lifted Oct. 6, 1960 order which stayed effectiveness of April 29, 1960 grant of applications of New England Microwave Corp. to provide common carrier tv relay service to Mohawk Valley Television Inc., a catv system, at Athol, Mass. Action April 26.

New am stations

ACTIONS BY FCC

Cartersville, Ga.—Bartow County Bcstg. Co. Granted 1270 kc 500 w D. P.O. address Box 91, Marietta, Ga. Estimated construction cost $9,075, first year operating cost $30,000, revenue $36,000. Principals are **James M. Wilder,** 51%; **Don H. Kordecki,** 24½%, and **Ralph D. Ruff,** 24½%. Messrs. Wilder and Kordecki have interests in WBIE Marietta, Ga. Mr. Ruff is agent for Georgia Bureau of Investigation. Action April 26.

Lordsburg, N. M.—Alan A. Koff. Granted 950 kc, 1 kw, D. remote control permitted, engineering condition. P.O. address Box EE. Estimated construction cost $16,165, first year operating cost $36,000, revenue $40,000. Mr. Koff is in construction business. Action April 26.

Laurinburg, N. C.—George W. Phillips. Granted 1300 kc, 500 w D. engineering condition. P.O. address 717 Biggs St., Laurinburg, N. C. Estimated construction cost $11,843,

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first year operating cost $18,500, revenue $26,000. Applicant is in tv service business. Action April 25.

Superior, Wis.—Radio Superior Inc. Granted 970 kc, 500 w-D. remote control permitted, engineering condition. P.O. address c/o William Haig, 9326 W. Sheridan St., Milwaukee, Wis. Estimated construction cost $21,918, first year operating cost $60,000, revenue $75,000. Principal applicants are **James** and **William Haig**, 45% each. James Haig is in advertising. William Haig is employe of WRIT Milwaukee. Action April 26.

■ By memorandum opinion and order, commission denied petition by College Radio to delete interference issue 3 in proceeding on its application for new am station in Amherst, Mass. Action April 26.

APPLICATIONS

Blue Earth, Minn. Faribault County Bcstg. Co.—1560 kc, 250 kw. P.O. address c/o Clifford Hedberg, KMRS Radio, Morris, Minn. Estimated construction cost $25,668, first year operating cost $38,000, revenue $40,000. Principal is Mr. Hedberg (100%). He also owns KMRS Morris, Minn. Ann. April 25.

Existing am stations

ACTIONS BY FCC

KBLA Burbank, Calif.—Waived sect. 1.354 of rules and granted mod. of cp to change from DA-1 to DA-2 at new trans. site (BMP-8954) on 1500 kc, 10 kw, unl.; engineering conditions. (Is licensed on 1490 kc, 250 w, unl.) KBLA stated that conditional land use permit covering new trans.-ant. site issued by City of Glendale will expire May 17 unless construction of 1500 kc facility is initiated by that date. Commission advised KBLA that it "has carefully considered your request and the reasons advanced in support thereof. The commission is also concerned with the equitable and orderly consideration of applications accuring from adherence to the procedures required by sect. 1.354 of the rules. However, in view of the dilemma with which you are faced, the efforts you have made to resolve your site problems, and the expanded service which would result from the increased power authorized approximately two years ago, the commission this date waived the provisions of sect. 1.354 of the rules and granted your application." Action April 20.

KVEN Ventura, Calif.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, with DA-D, continued nighttime operation with 250 w; engineering conditions. Chmn Minow not participating. Action April 26.

WGIL Galesburg, Ill.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn Minow not participating. Action April 26.

KIUL Garden City, Kans.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action April 20.

WJIM Lansing, Mich.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action April 20.

WGVA Geneva, N. Y.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action April 20.

WNBZ Saranac Lake, N. Y.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow not participating. Action April 26.

WSBA York Pa.—Granted increased daytime power on 910 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 1 kw; engineering conditions. Action April 26.

KBLT Big Lake, Tex.—Commission ordered that, unless parties accept responsibility for station within 30 days, license will be cancelled, call letters deleted and frequency (1290 kc) opened to new applicant. Following death of Brown Morris, station (which operated 1 kw, D) went off air Feb. 9 without commission authority. Action April 26.

WDOR Sturgeon Bay, Wis.—Granted increased power on 910 kc, D, from 500 w to 1 kw; engineering conditions. Action April 20.

■ By memorandum opinion and order, commission denied joint petition by Tinker Area Bcstg. Co., Midwest City, Okla., and Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., for reconsideration of Jan. 4 memorandum opinion and order which denied previous joint petition by these applicants and M. W. Cooper, Midwest City, Okla., in consolidated proceeding for review of examiner's denial to Tinker and Cooper to amend their am applications regarding power and ant. patterns. Chmn. Minow not participating; Comr. Craven dissented. Action April 26.

■ By memorandum opinion and order, commission granted joint petition by applicants and granted following applications to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw: WMRF Lewistown, Pa.; WARD Johnstown, Pa.; WGAL Lancaster, Pa.; WCVA Culpeper Va.; WARK Hagerstown, Md.; WAZL Hazleton, Pa.; WBCB Levittown-Fairless Hills, Pa., and WAYB Waynesboro, Va. Action April 26.

■ By memorandum opinion and order, commission granted joint petition by applicant for increased daytime power of class IV station WPAY Portsmouth, Ohio, from 250 w to 1 kw, and amended second ordering paragraph on page 4 of Nov. 14, 1960 designation order to make clear that, in event WPAY and WIEL proposals are granted, permittee shall accept such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Commission stated:

"Since March 29, 1961, because of problems posed by applicants for 100 w class IV facilities who under condition as previously worded might request authorization to increase power to 1 kw, it has been our practice to require permittee of class IV station authorized to increase power above 250 w to accept such interference as may be imposed 'by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw.'" Hence, petitioner's issue has become moot. Action April 26.

APPLICATIONS

WBHP Huntsville, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. April 25.

KCVR Lodi, Calif.—Cp to increase power from 1 kw to 5 kw, install new trans. and install DA-D. (1570 kc). Ann. April 25.

KLMX Clayton, N. M.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and make changes in ant. (increase height). (1450 kc). Ann. April 25.

WIFM Elkin, North Carolina—Cp to increase power from 250 w to 1 kw and install new trans. (1540 kc). Ann, April 25.

New fm stations

ACTIONS BY FCC

Miami Beach, Fla. — Arthur E. Zucker. Granted 94.9 mc, 81 kw. Ant. height above average terrain 214 ft. remote control permitted; conditioned that prior to authorization of program tests evidence be submitted showing that Zucker has severed connections with Rand Bcstg. Co. P.O. address 6380 Indian Creek Dr. Estimated construction cost $36,059, first year operating cost $18,050, revenue $21,350. Mr. Zucker, sole owner is employe of Rand Bcstg. Co. Action April 25.

Duluth, Minn.—U. of Minnesota. Granted *89.1 kc, 225 kw. antenna height 35 ft. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Action April 26.

Columbus, Ohio—North American Bcstg. Co. Granted 99.7 mc, 93 kw. Ant. height above average terrain 193.5 ft. engineering conditions. P.O. address Southern Hotel. Estimated construction cost $34,091, first year operating cost $7,000, revenue $15,000. Principals include **William R. Mnich** 53.6%, **John** and **Daniel Galbreath**, 23.2% each (father and son). Messrs. Mnich and Galbreath own WMNI Columbus, Ohio. Mr. Mnich also has interest in WLMJ Jackson, Ohio. Action April 25.

Kent, Ohio — Kent-Ravenna Bcstg. Co. Granted 100.1 mc, 770 w. Ant. height above average terrain 305.1 ft. P.O. address 517 Edgewood Dr. Estimated construction cost $19,568. Kent-Ravenna is headed by Robert C. Dix, president. Action April 25.

Tyrone, Pa.—Tyrone Bcstg. Co. Granted 101.1 mc, 3.3 kw. Ant. height 980 ft. P.O. address c/o C. H. Simpson, WTRN, Tyrone, Pa. Estimated construction cost $2,540, first year operating cost $780.00, revenue $1,200. Applicant is owner of WTRN Tyrone. Applicant fm will duplicate some am programming. Action April 26.

Big Springs, Tex.—Anca Bcstg. Co. Granted 95.3 mc, 690 kw. Ant. height above average terrain 125 ft. P.O. address Box 907. Estimated construction cost $7,650, first year operating cost $12,000, revenue $16,000. Principals are **J. A. Caddell** (50%) and **D. T. Anderson** (50%). Mr. Caddell is in liquid asphalt transport and retail marine equipment business. Mr. Anderson is general manager and partner in retail music and sporting goods store. Action April 25.

Christiansted, St. Croix, V. I. — Radio American West Indies Inc. Granted 99.5 mc, 4.5 kw. Ant. height above average terrain 195.4 ft., engineering condition. P.O. address Box 931. Estimated construction cost $11,969, first year operating cost $14,700, revenue $30,000. Principals include **Raymond** and **Hazel Higdon,** 75%, and **Floyd** and **Nona Foster**, 25%. Radio American West Indies is owner of WEVE Christiansted. Action April 26.

■ By memorandum opinion and order, commission granted petition by WBBM-FM Chicago, Ill., and enlarged issues in proceeding on application of Edward Walter Piszczek and Jerome K. Westerfield for new fm station in Des Plaines, Ill., to determine whether authorization of proposed station would be in accordance with sect. 3.313(c) of rules. Comrs. Bartley and Ford concurred in part. Action April 26.

APPLICATIONS

Albany, N. Y. Capital Cities Bcstg. Corp. —95.5 mc, 20 kw. Ant. height above average terrain 279 ft. P.O. address Box 10, Albany 1. Estimated construction cost $20,609, first year operating cost $2,400, no revenue planned. Principals include **Lowell Thomas** (9.96%) and **Frank M. Smith** (10.86%). Company owns WROW Albany, WPRO-AM-FM-TV Providence, R. I., WTVD (TV) Durham, N. C., WCDC Adams, Mass., cp for WTEN (TV) Albany, cp for WCDA Albany. Ann. April 25.

Gallipolis, Ohio. Ohio Valley on the Air Inc. —101.5 mc, 16.4 kw. Ant. height above average terrain 152 ft. P.O. address Box 448, Gallipolis. Estimated construction cost $19,400, first year operating cost $8,000, revenue $10,000. Principal is **John E. Halliday** (98%). Company owns WJEH Gallipolis. Ann. April 25.

West Liberty, Ohio. Floyd Byler—95.3 mc, 250 w. Ant. height above average terrain 209 ft. P.O. address 411 East Newell Street, West Liberty. Estimated construction cost $8,000, first year operating cost $7,834, revenue $9,360. Principal is **Mr. Byler.** He has no other business interests. Ann. April 25.

Existing fm stations

ACTIONS BY FCC

WKLS (FM) Marietta, Ga.—Granted mod. of license to change designation of station location to Atlanta with no change of facilities. Chmn. Minow not participating. Action April 26.

APPLICATION

WKSU-FM Kent, Ohio—Cp to change frequency from 88.1 mc., ch. 201 to 91.9 mc., ch. 220, increase power from 10 w to 1 kw. install new ant. and change trans. and studio location. Ann. April 19.

Ownership changes

ACTIONS BY FCC

WABF Fairhope, Ala.—Granted transfer of control from George K. Noland and 7 others to J. Dige Bishop (interests in WCTA-AM-FM Andalusia, WJDB Thomasville, and WJAM Marion, all Ala., WTOT Marianna, Fla., and WBMK West Point, Ga.); consideration $9,400 for 82.2% interest. Comr. Bartley dissented. Action April 26.

WHEP Folay, Ala.—Granted assignment of license to James E. Stewart, tr/as Stewart Bcstg. Co. (Stewart is present 25% stockholder of assignor); consideration $47,080. Action April 20.

KHOG Fayetteville, Ark.—Granted transfers of control from Fayetteville Democrat Publishing Co. to Southwestern Trans-Video Inc. (Lee V. Williams Jr., president); transferee is owned by PenNy T.V. Inc., catv which owns and operates systems in Clearfield and Bradford, Pa., and Olean, N. Y., and indirectly owns several other catv companies; PenNy is controlled by Jack Tar Co., which is controlled by Reserve Life Insurance Co. (indirectly owns KWAT, Watertown, S. D., and owns 80% of stock of Bcstg. Associates Inc., which controls KTRN Wichita Falls, Texas); consideration $69,900. Action April 26.

WJJC Commerce, Ga.—Granted transfer of control from Albert S. and Estelle E. Hardy to O. Grady and Ellis E. Cooper; consideration $51,400. Action April 26.

KHAK Cedar Rapids, Iowa—Granted assignment of cp to Don-Lo Bcstg. Co. Inc. (John D. Harvey, president); consideration $14,477 for expenses. Action April 20.

WFDF Flint, Mich.—Granted assignment of license to WFDF Flint Corp. (Howard Mack and Daniel Cowin); consideration $430,219, subject to certain adjustments. Chmn. Minow not participating. Action April 26.

WJPD Ishpeming, Mich.—Granted transfer of control from Richard J. Barry, administrator of estate of Olive E. Deegan, deceased, to James P. Deegan (present 24% owner) and Helen Deegan Galloway; involves transfer of 57% interest in equal amounts to children of deceased in settlement of estate. Action April 26.

WAYL (FM) Minneapolis, Minn.—Granted assignment of cp from David D. Larsen to Contemporary Radio Inc. (Larsen and Jack I. Moore); consideration $5,000 by Moore for 50% interest. Action April 20.

KPTL Carson City Nev.—Granted assignment of license to John E. Vernor; consideration $135,000. Action April 20.

WBAZ Kingston, N. Y.—Granted transfer of control from Austin E. Harkins to J. Olin Tice Jr. and George Henry Breivogel (interests in WMVB Myrtle Beach, S. C.; WKTC Charlotte, N. C.; WKEN Dover, Del., and Tice also has interest in WCAY Cayce, S. C., and WBBQ Augusta, Ga.); consideration $64,500 and payment of $15,000 each to transferor and station manager over 5-year period not to compete. Chmn. Minow not participating. Action April 20.

KANN Ogden, Utah—Granted assignment of cp from John Lockwood Bradley to Keith M. Ashton; consideration $8,231 for expenses. Action April 20.

WGAT Gate City, Va.—Granted assignment of license from M. V. Ramsey to Rogers-McGuire Bcstg. Corp. (Charles J. and Mary Jane McGuire and John K. Rogers); consideration $65,000. Action April 20.

KWIQ Moses Lake, Wash.—Granted assignment of license to KWIQ Radio Inc. (W. E. Lawrence, 99.6% owner); consideration $23,286. Action April 26.

APPLICATIONS

KBCO (FM) San Francisco, Calif.—Seeks transfer of control from **Saul R. Levine** to **F. E. Wilson.** Consideration is $25,000 cash plus assumption or cancellation of other debts. Mr. Wilson owns electronic music equipment business and owns 20% of KBCA Los Angeles. Ann. April 25.

KICN Denver, Colo.—Seeks transfer of control from **Don W. Burden** and **Dorothy F. Storz** to **TV Denver Inc.** Consideration $200,000. Principals are **John C. Mullins** (50%) and **Webb and Knapp Inc.** TV Denver owns KBTV (TV) Denver. Ann. April 25.

WBRY Waterbury, Conn.—Seeks assignment of license from **WBRY Bcstg. Corp.** to **Crystal-Tone Bcstg. Co. Inc.** for $200,000. Principals are **Gustave Nathan** (52%) and **P. James Roosevelt** (37%). Mr. Roosevelt is partner in brokerage firm. Ann. April 25.

WLBN Lebanon, Ky., WIEL Elizabethtown, Ky.—Seeks assignment of licenses from **Stokley Bowling, C. A. Diecks, H. F. Skidmore, Horace E. Tabb**, and **J. W. Hodges** to **Stokley Bowling estate**, other principals unchanged. Partners are executors of estate. Ann. April 25.

WMIK Middlesboro, Ky.—Seeks transfer of control from **A. G. Barton, C. K. Brosheer, Virginia Cabell, Fannie C. Brummett**, and **U. G. Brumett** to **Beulah C. Kincaid, Maurice Henry** and **Helen K. Henry.** Consideration is $162,695. All have interests in local newspaper. Mrs. Kincaid is Mrs. Henry's mother. Ann. April 25.

WBET-AM-FM Brockton, Mass. — Seeks transfer of control from **Home Nat'l Bank of Brockton** to **Enterprise Publishing Co.**, owner of station. Bank is co-executor of C. L. Fuller Estate (14%) and Alice M. Dunbar Trust (21.2%). Charles A. Fuller and Albert W. Fuller recently acquired 13.5% each of outstanding stock from C. L. Fuller estate. Ann. April 25.

WRVM-AM-FM Rochester, N. Y.—Seeks assignment of am license and fm permit from **State Bcstg. Co. Inc.** to **Johnston-Taylor Bcstg. Inc.** for $178,000. Principals are **James M. Johnston** (51%) and **Francis G. Taylor** (49%). Mr. Taylor is in farm machinery sales. Ann. April 25.

KGCA Rugby, N. D.—Seeks assignment of permit from **Rugby Bcstrs.** to **Rugby Bcstrs. Inc.** No consideration is involved, only change in kind of organization. Principals are **Olaf Folkvord** (⅓), **Ray Friederich** (⅓), and **Oscar H. Halvorson** (⅓). Messrs. Folkvord and Halvorson are farmers; Mr. Friederich is attorney. Ann. April 25.

KVIN Vinita, Okla.—Seeks assignment of license from **John Q. Adams** and **John M. Mahoney** to **Messrs. Adams** and **Mahoney** plus **Gene Humphries**, Mr. Humphries to pay $15,000 for 50% interest. He has no other business interests. Ann. April 25.

KXAB-TV Aberdeen, S. D.—Seeks assignment of license from **North Dakota Bcstg. Co.** to **South Dakota Television Inc.** for $52,218 plus unspecified amount of stock. North Dakota Bcstg. owns almost 100% of South Dakota Television. North Dakota is controlled by **John W. Boler** through his Jamestown Bcstg. Co., which owns 56.3% of North Dakota's stock. North Dakota owns KXGO Fargo, KXJB-TV Valley City, KXGO-TV Fargo, KXMB-TV Bismarck, and has minority interest in KXMC-TV Minot, all N. D. Ann. April 25.

WHBT Harriman, Tex.—Seeks transfer of control from **Clarence Snow** to **Kenneth J. Crosthwait,** latter to pay $8,000 for 50% interest. Mr. Crosthwait will then own 100% of WHBT. He has no other business interests. Ann. April 12.

KWDC Houston, Tex.—Seeks assignment of permit from **Walter D. Caldwell** to **Houston Christian Bcstrs.** for $2,800. Principals are **Douglas W. Ford** (48.7%), **A. C. Underwood** (33.2%), and **R. C. Foltz** (18.1%). Mr. Underwood is consulting engineer; Mr. Foltz owns industrial filtration equipment sales company. Ann. April 25.

KXYZ-AM-FM Houston, Tex.—Seeks assignment of am license and fm permit from **KXYZ Inc.** to **Radio Station KXYZ Inc.** for $750,000. Principal is **Public Radio Corp.** (100%), owned by **Lester Kamin** (55%), **Max Kamin** (30%), and **Morris Kamin** (15%). Public Radio owns 100% of KIOA Des Moines, Iowa and of KAKC Tulsa, Okla., and 92% of KBKC Mission, Kansas. Ann. April 25.

KDYL Tooele, Utah—Seeks transfer of control from **Samuel L., Zelpha U.** and **O. Larry Gillette** to **Burnell G. Stanton** (⅓), **Jack A. Tranter** (⅓), and **T. Dee Tranter** (⅓). Consideration is $27,000. They have no other business interests. Ann. April 25.

Hearing cases

FINAL DECISIONS

■ By order, commission approved revised agreement concerning reimbursement of expenses of Lawrence W. Felt, Carlsbad, Calif., by International Good Music Inc. and made effective June 9, 1960 initial decision (except as it approves prior reimbursement agreement) and granted application of International for new class B fm station to operate on 103.7 mc in San Diego, Calif. Comr. Bartley dissented and issued statement in which Chmn. Minow joined. Action April 26.

■ Commission gives notice that Feb. 23 initial decision which looked toward denying application of James D. Childress and James E. Reed, d/b as Mountain Empire Radio Co., for new am station to operate on 1460 kc, 500 w, D, in Clinton, Tenn., became effective April 14 pursuant to Sec. 1.153 of rules. Action April 26.

■ By decision commission granted application of KDEF B/cg Co. to change operation of KDEF Albuquerque, N. M., on 1150 kc from 1 kw, D, to unl. with 1-kw-D, 500 w-N, DA-N, and to install new ant. system. Chmn. Minow and Comr. Craven not participating. July 29, 1960 initial decision looked toward this action. Action April 19.

■ By decision, commission denied application of WPGC Inc. for mod. of license to change main studio location of WPGC (1580 kc, 10 kw, DA, D) from Morningside, Md., to Washington, D. C. Chmn. Minow not participating. Oct. 12, 1960 initial decision looked toward granting application. Action April 19.

■ By memorandum opinion and order, commission (1) dismissed petition by Radio Cabrillo, claimed applicant for new am station in Atascadero, Calif., not party to proceeding, and (2) denied petition by KCOY and KSMA Santa Maria, Calif., intervenors, for reconsideration of Nov. 2, 1960 decision which granted application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria, Calif. Chmn. Minow and Comr. Ford not participating. Action April 19.

■ By memorandum opinion and order, commission denied petition by Dover Bcstg. Co. for reconsideration and grant without hearing its application to increase power of WDOV Dover, Del., from 1 kw to 5 kw, continued operation on 1410 kc, D. Action April 19.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Cherokee County Radio Station for new am to operate on 990 kc, 250 w, D, in Centre, Ala. Action April 26.

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■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Circle L Inc. for new station to operate on ch. 4 in Reno, Nev. Action April 26.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting petitions by Eastern States Bcstg. Corp. and New England Television Co. Inc. to dismiss without prejudice their applications for new tv stations to operate on ch. 6 in New Bedford, Mass., and granting remaining application of E. Anthony & Sons Inc. for similar facility, conditioned "Upon notice to permittee from U. S. Coast Guard, at any time during progress of construction of ant. tower, that adverse effects are indicated to time difference grid of U. S. Coast Guard LORAN-C station on Martha's Vineyard, Mass., permittee shall promptly suspend construction of such tower until it receives further notice from commission. In any event, antenna tower constructed shall not exceed 350 feet in height unless and until commission, pursuant to advice from Coast Guard, shall notify permittee that it may proceed to construct tower to height authorized in construction permit." (Applicants entered into merger agreement.) Action April 21.

■ Hearing examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward denying applications of Eleven Ten Bcstg. Corp. insofar as they contemplate renewal of license of KRLA Pasadena, Calif., for regular three-year term, but granting renewal for one year, also granting license to cover cp. Action April 21.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting applications of Radio Danville Inc. to increase power of WDTI Danville, Va., from 500 w to 1 kw, continued operation on 970 kc, D, and Music Productions Inc. for new station to operate on 970 kc, 500 w, D, in Waynesboro, Va. Action April 21.

■ Hearing examiner David I. Kraushaar issued supplement modifying his March 17 initial decision and looking toward (1) granting conditional petition by Frederick County Bcstrs. for leave to amend its application for new am station in Winchester, Va., on 1480 kc, D, to reduce requested power from 1 kw to 500 w with DA, in light of commission's memorandum opinion and order released April 17, accepting amendment, removing application from hearing status and returning to processing line, and (2) granting application of Town Radio Inc. for new station to operate on 1480 kc. 500 w, D, in Shippensburg, Pa. Action April 20.

OTHER ACTIONS

Lindsay Bcstg. Co., Peace River Bcstg. Corp., Punta Gorda, Fla.; New Sounds Bcstg. Corp., William H. Martin Fort Meyers, Fla.—Designated for consolidated hearing applications for new daytime am stations of Lindsay on 1350 kc, 500 w, DA; Peace River on 1350 kc, 500 w; New Sounds on 1370 kc, 500 w; and Martin on 1350 kc, 1 kw; made WAXE Vero Beach, party to proceeding. Action April 26.

Lynne-Yvette Bcstg. Co., Albany, Ga., John T. Williams, Americus, Ga.—Designated for consolidated hearing applications for new daytime am stations to operate on 1250 kc—Lynne-Yvette with 1 kw, and Williams with 500 w. Action April 20.

WWNH Rochester, N. H.—Designated for hearing application to change operation on 930 kc, 5 kw, from D only to unl. time with DA-N; made Federal Aviation Agency party to proceeding with respect to air menace issue only. Action April 20.

WTIV Titusville, Pa.—Designated for hearing application for change of facilities from 1290 kc, 500 w, D, to 1230 kc, 250 w-N, 500 W-LS; made WBVP Beaver Falls, Pa., party to proceeding. Action April 26.

The Commission designated for consolidated hearing the following applications for new daytime am stations involving use of 1500, 1510 and 1520 kc: 1500 kc: WXEN (250 w) Xenia, Ohio; Greene County Radio (500 w) Xenia, Ohio; 1510 kc: Television Corp. of Michigan Inc. (5 kw, DA) Jackson, Mich.; Voice of Three Rivers (500 w) Three Rivers, Mich.; Speidel Bcstg. Corp. of Ohio (10 kw, DA) Kettering, Ohio; Radio Trumbull (500 w) Niles, Ohio; Monroeville Bcstg. Co. (250 w) Monroeville, Pa.; Western Bcstg. Corp. (1 kw with 500 w during critical hours) Green Tree, Pa.; Carnegie Bcstg. Corp. (50 kw, DA) Pittsburgh, Pa.; 1520 kc: Kent-Ravenna Bcstg. Co. (1 kw, DA) Kent, Ohio; Joseph P. Wardlaw, Jr. (1 kw, DA) Canton, Ohio; Portage County Bcstg. Corp. (5 kw, DA) Kent-Ravenna, Ohio; Community Service Bcstrs., Inc. (500 w with 250 w during critical hours) Ypsilanti, Mich.; and WMBA Ambridge, Pa., to change facilities from 1460 kc, 500 w, DA, D, to 1510 kc, 10 kw, DA, D, and change designation of station location to Ambridge-Aliquippa, Pa.; made WCKY Cincinnati, Ohio, WJBK Detroit, WABJ Adrian, both Mich., and WKBV Richmond, Ind., parties to proceeding. Action April 20.

■ By order, commission directed its general counsel to request U. S. Court of Appeals for District of Columbia to remand to commission *Times-Mirror Bcstg. Co.* v. *United States* now pending in that court on petition for review of commission's report and order of Sept. 14, 1960, which amended its rules with respect to option time in tv networking, and, further, ordered 1960 action vacated upon grant of requested remand.

Comr. Lee dissented and issued statement, in which Comr. Cross joined.

The 1960 action reduced from 3 to 2½ number of hours within each segment of broadcast day which tv station may option to networks. Action April 20.

Gordon A. Rogers, Vancouver, Wash.; KWAY Forest Grove, Ore.—Designated for consolidated hearing applications of Rogers for new am station to operate on 1550 kc. 1 kw, D, and KWAY to increase power on 1570 kc, D, from 1 kw to 5 kw, and change station location to Vancouver. In view of circumstances concerning changed transmitter site, commission reconsidered and reinstated original file number to Rogers' application. Action April 26.

■ By order, commission extended from May 1 to June 1 time for filing comments in proceeding to make vhf tv channels available for noncommercial educational use in New York City and Los Angeles. Action April 26.

■ By order, commission denied petition by WCTC New Brunswick, N. J., for reconsideration of Jan. 25 denial of its petition to consolidate its application to increase daytime power on 1450 kc from 250 w to 1 kw and other relief. With respect to petitioner's claim to have been deprived of its rights to fully participate in proceeding to which it was made party respondent, commission is of view that any grievance it may have in this regard should be directed to commission by filing exception to initial decision in proceeding. Chmn. Minow not participating. Action April 20.

■ Commission scheduled further oral argument on June 8 in Indianapolis ch. 13 proceeding. Comr. Craven not participating. Action April 26.

■ Commission scheduled following proceedings for oral argument on dates shown:

June 1

WSPA-TV Spartanburg, S. C.; Radio Millington Inc., Millington, Tenn. and KXRA Alexandria, Minn., etc.

June 2

Terre Haute Inc., tv ch. 10; WTHI-TV and Livesay Bcstg. Co. Inc. Action April 26.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Caro Bcstg. Co. to correct oral argument transcript (vol. 9, March 30, 1961) in proceeding on its application and that of Tuscola Bcstg. Co., for new am stations in Caro, Mich. Action April 20.

By Commissioner Frederick W. Ford

■ Granted petition by Tropical Telecasting Corp. and extended to May 8 time to reply to opposition to petitions by KVDO-TV to enlarge issues in Corpus Christi, Tex., ch. 3 proceeding. Action April 20.

■ Granted petition by Creek County Bcstg. Co. and extended to April 27 time to file exceptions and supporting briefs in proceeding on its application for am facilities in Sapulpa, Okla. Action April 20.

■ Granted motion by Bar None Inc. and extended to April 28 time to respond to petition by Independent Bcstg. Corp. to enlarge issues in proceeding on their applications for am facilities in Dishman and Spokane, Wash. Action April 20.

■ Granted petition by Suncoast Cities Bcstg. Corp. and extended to April 26 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 proceeding. Action April 20.

■ Granted petition by general counsel and extended to May 3 time to reply to request for permission to examine papers (Mack Diary) filed by WORZ Inc. in Orlando, Fla., tv ch. 9 proceeding. Action April 20.

■ Granted petition by Tinker Area Bcstg. Co., Midwest City, Okla., and extended to April 27 time to file responses to joint petition by Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., for review of order refusing to reopen record, and petition by M. W. Cooper, Midwest City, for review of hearing examiner's memorandum opinion and order in proceeding on their am applications. Action April 20.

■ Granted petition by Broadcast Bureau and extended to April 28 time to file exceptions to initial decision in proceeding on applications of WBUD Inc. and Concert Network Inc. for fm facilities in Trenton, N. J. Action April 24.

Continued on page 134

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Continued from page 132

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for July 6, in Chicago, Ill., matter of revocation of cp Seaway Bcstg. Co. Inc. for WMPP Chicago Heights, Ill. Action April 19.

■ Granted petition by Dennis Bcstg. and dismissed without prejudice his application for am facilities in Reno, Nev. Action April 19.

■ Scheduled prehearing conference for April 26 in Jacksonville, Fla., tv ch. 12 proceeding. Action April 19.

■ Granted joint petition by Ralph W. Hoffman and Abbeville Radio Inc. for approval of agreement whereby Abbeville would pay Hoffman $500 for partial reimbursement of expenses incurred in connection with latter's application for new am station to operate on 1480 kc, 1 kw, D, in Abbeville, Ala., in return for its withdrawal; dismissed Hoffman's application with prejudice; granted application of Abbeville Radio Inc. for same facilities. Action April 20.

■ Scheduled hearing for July 24 in proceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla. Action April 20.

■ Upon request of John P. Rohrs tr/as WWGE Bcstg. Co. for leave to withdraw his application for am facilities in Wheaton, Ill., dismissed application with prejudice. Action April 21.

■ Granted petition by Burlington County Bcstg. Co. and accepted its petition for leave to file further pleading; and response to reply by broadcast bureau to petition to enlarge issues in proceeding on its application for am facilities in Mount Holly, N. J. Action April 21.

■ After submission into record of full and complete information of expenditures made by Milton Grant and James R. Bonfils, d/b as Laurel Bcstg. Co., in connection with application for new am station in Laurel, Md., reconsidered and set aside, in part, chief hearing examiner's Jan. 24 ruling; granted joint petition by Laurel Bcstg. Co. and Interurban Bcstg. Corp., Laurel, Md., for approval of agreement whereby Laurel Bcstg. application would be dismissed and, in consideration therefor, Interurban would pay its partners up to $10,000 for expenses; reaffirmed Jan. 24 ruling to extent of dismissing with prejudice Laurel Bcstg. Co. application and retaining remaining applications in hearing status to be subjects of initial decision by presiding hearing examiner. Action April 24.

By Hearing Examiner Annie Neal Huntting

■ Pursuant to agreements reached at April 18 conference, reopened record and hearing session will be scheduled on date to be subsequently designated at convenience of parties in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc. for am facilities in Hartford, and West Hartford, Conn. Action April 19.

By Hearing Examiner Charles J. Frederick

■ Upon request by Ocean County Bcstrs., Toms River, N. J., applicant in consolidated am proceeding and with consent of all other parties, continued April 20 hearing to April 25. Action April 19.

■ On own motion, scheduled further hearing for April 26 in proceeding on am applications of WBVP Inc., Beaver Falls, Pa. Action April 19.

■ Scheduled prehearing conference for May 17 in commission's offices in Washington, D. C., in matter of revocation of cp of Seaway Bcstg. Co. Inc. for WMPP Chicago Heights, Ill., and notified all parties that July 6 hearing will absolutely be held on that date in Chicago, Ill., and all parties should accordingly come to prehearing conference prepared to discuss their cases with that fact in mind. Action April 20.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for April 28 in proceeding on am application of WBRD Bradenton, Fla. Action April 18.

■ Granted motion by WAMD Aberdeen, Md., and continued from April 20 to April 28 date for exchange of exhibits, from April 27 to May 5 date for notification of witnesses desired for cross-examination and from May 4 to May 12 for evidentiary hearing in proceeding on application. Action April 21.

By Hearing Examiner Isadore A. Honig

■ Upon request of Blue Island Community Bcstg. Co. Inc., Blue Island, Ill., scheduled hearing conference for April 20 in proceeding on its fm application. Action April 19.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued further prehearing conference from April 28 to May 4 in proceeding on applications of Walmac Co., for renewal of licenses of KMAC and KISS (FM) San Antonio, Tex. Action April 19.

■ For reasons which will appear in transcript of April 14 further hearing in Wilmington, Del., tv ch. 12 proceeding, granted petition by WHYY Inc. for leave to amend its application to reflect changes in membership of its board of directors and in office of assistant secretary. Action April 21.

■ Corrected in various respects transcript of record, and allowed 5 days for objections, in proceeding on am applications of KWHW Altus, Okla., et al. Action April 21.

By Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for April 26 in proceeding on am application of WKHM Jackson, Mich., and continued April 26 conference to April 28. Action April 20.

■ Scheduled prehearing conference for April 27 in proceeding on am application of WISV Viroqua, Wis. Action April 20.

By Hearing Examiner Thomas H. Donahue

■ Issued orders following April 18 prehearing conference in proceeding on am applications of Marshall Rosene, Celina, and WCHI Chillicothe, Ohio; for reason set forth in record, denied petition for leave to amend by Rosene; vacated May 2 hearing, scheduled procedural dates, and hearing for May 22. Action April 18.

■ Granted motion for substitution of party by Jupiter Bcstg. Inc., assignee of WSAI Cincinnati, a party to proceeding. Action April 19.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Earl Perrin Co. for modification of prehearing order in proceeding on applications of Gila Bcstg. Co., for renewal of license of KCKY Coolidge, Ariz., and extended from April 17 to May 1 date for exchange of exhibits and from April 24 to May 8 for filing of request for additional information. Action April 19.

■ Scheduled oral argument for April 21 and afforded each party 10 minutes for presentation of argument on motion by Beacon Bcstg. System Inc. for continuance of hearing date in proceeding on its application and that of Suburban Bcstg. Co. Inc. for am facilities in Grafton-Cedarburg and Jackson, Wis.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by James E. Walley and extended to May 1 time to file replies to proposed findings of fact and conclusions in proceeding on his application for am facilities in Oroville, Calif. Action April 21.

Broadcast actions

by Broadcast Bureau

Actions of April 25

WCSR Hillsdale, Mich.—Granted mod. of cp to change type trans. and retain licensed trans. N (2 main trans.)

Mutual Bcstg. System Inc., New York, N.Y.—Granted extension of authority to transmit programs to CKLW Windsor, Ont., stations owned and operated by Canadian Bcstg. Corp., and stations licensed by Canadian Minister of Transport.

Actions of April 24

Gray Butte Televiewers Inc., Terrebone Ore.—Granted cp for new vhf tv translator station on ch. 5 to translate programs of KPTV-TV (ch. 12) Portland; condition.

KROE Sheridan, Wyo.—Granted acquisition of positive control by Sam Rosenthal through purchase of stock from Eugene Cowan.

KHOE Truckee, Calif. — Granted assignment of cp to Robert Sherman.

WCOD (FM) Richmond, Va.—Granted cp to increase ERP to 50 kw; ant. height to 840 ft.; change ant.-trans. location and triplex WTVR antenna for WCOD transmissions.

Actions of April 21

WQTI (FM) Detroit, Mich.—Granted assignment of cp to Ross Mulholland.

WQTE, WQTI (FM) Monroe and Detroit, Mich.—Granted acquisition of positive control by Bill O., E. B. and Glen H. Brink (as a family group) through purchase of stock by Bill O. Brink from Ross Mulholland.

WPNX Phenix City, Ala., Columbus, Ga.—Granted license to use present auxiliary trans. as main trans. N and auxiliary trans. D.

WMVG Milledgeville, Ga.—Granted license to use old main trans. as auxiliary trans. (main trans. location).

KYTV (TV) Springfield, Mo.—Granted cp to change aural ERP to 60.3 kw; trans. location to 0.7 mile north of Fordland, Mo.; and make changes in ant. system and other equipment; ant. height 1,650 ft.

WPLM-AM-FM Plymouth, Mass.—Granted mod. of cps to change type trans. and make changes in ant. system and make changes in DA system (increase height, one additional tower and addition of fm ant).

WORD Spartanburg, S. C.—Granted mod. of cp to change type trans.

WNJH Hammonton, N. J.—Granted mod. of cp to change type trans. and operate trans. by remote control.

Actions of April 19

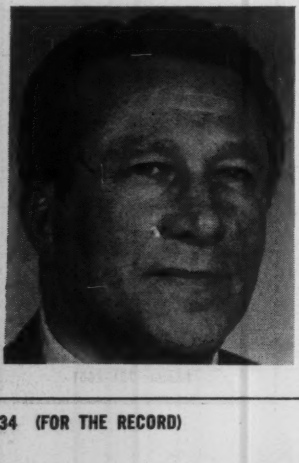
WJBW New Orleans, La.—Granted license covering installation of new trans.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sect. 317 of Communications Act.

WSIX-TV Nashville, Tenn.—Waived sect. 3.613 of rules and granted mod. of license to change studio location (main trans. & ant. & aux. ant.).

KUAL-TV San Antonio, Tex.—Granted mod. of license to change name to Cortez Industries Inc.

WTAP Parkersburg, W. Va.—Granted cp

Continued on page 141



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"Live-wire" independent in Maryland serving the eastern shore resort area needs salesman-announcer. Top station, top signal, top opportunity. Box 929E, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Texas kilowatt seeking experienced salesman, some announcing. Salary, commission. Box 964E, BROADCASTING.

Texas border city. Guarantee for three months then generous commission/bonus for producer. Experience in news, engineering helpful but not essential. Looking for management material. Box 113F, BROADCASTING.

Salesman: For single station small market. A good opportunity to settle down. Salary commensurate with experience. Contact assistant general manager, KAOL, Carrollton, Missouri. Phone 27.

Creative salesman for America's beauty spot. 145,000 market. Good draw against commission. This is no place for beginners. You'll sell a quality good popular music format plus the greatest coverage against four competitors. If you are experienced, capable; air mail photograph, personal resume and past sales information. J. D. Hill, Box 764, KSSS, Colorado Springs, Colorado.

Draw, 15% commission, plus expense account to strong, creative salesman, for 10,000 watt station. Write: Bob Howard, WPGC, Washington 19, D. C.

South Florida, sales-announcing. Salary plus unusually high commission. Prefer 1st phone man. Small market growing fast! WRIM, Pahokee, Florida.

Wired music salesman—Must have experience with Muzak or similar company. Car necessary. $100 a week. Harmony, Box 2148, West Palm Beach, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Best salary for two outstanding, experienced men. Versatile newsman and a production-minded dj for fast-paced top 40 station. Resume and tape. Box 870E, BROADCASTING.

The big one!—Excellent opportunity for successful personality at modern radio station to move into top spot of major facility in one of America's leading markets, east of Mississippi. Applicants must be able to withstand thorough investigation of ability and character. Write Box 950E, BROADCASTING.

Pennsylvania radio station needs adult minded announcers. Men who can hold a good audience. No shouters. Rush tapes, and pictures to Box 974E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer-engineer for east Tennessee daytime radio station. Must be fair announcer and able to do normal maintenance on good equipment. This is a quality small market station. Salary, $85 to $100 weekly, depending on experience and ability. Free hospital insurance for man and his family; paid vacation; reasonable sick leave. Reply in confidence to Box 112F, BROADCASTING.

New Jersey. Announcer-newsman, experienced for soft sell adult music station. Excellent community. Box 136F, BROADCASTING.

Eastern Pennsylvania fm needs straight staff announcer. Mail non-returnable small tape of voice only, resume and minimum salary requirements. Box 156F, BROADCASTING.

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer engineer, emphasis on announcing. Box 169F, BROADCASTING.

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Immediate opening, permanent position, announcer first class ticket preferred. Send tape, photo and resume KGHF, Pueblo Colorado.

Great opportunity for self-starting good experienced announcer with 1st class ticket. Your value increases if you can write copy also. Please do not phone but rush complete resume and audition to Si Willing, Radio KMAR, Winnsboro Louisiana.

Wanted: Announcer with first phone. No maintenance. Good opportunity with good station. Need soon. E. H. Whitehead, KTLU, Rusk, Texas.

Immediate opening in stable mid-western city for experienced announcer/production man. Good salary plus benefits. Rush tape, resume, photo to Program Director, WANE Radio, Ft. Wayne, Indiana.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Announcer with first class ticket. Sixty miles from New York City. WBNR, Beacon, New York.

Philadelphia area. Announcer experienced who can also write local news. All fringe benefits. WCOJ, Coatesville, Pennsylvania.

Morning man needed immediately. WHAW, Weston, West Virginia.

Dynamic newsman, we have one, now we want another . . . beepers, re-write, fast pace. Tape, resume to Bill Towre, WMEX, Boston 15, Mass.

WNLC New London, Connecticut. Staff position. Start $85 week. Commercial experience required. Send tape, resume. Leslie Morson, Program Director.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS, Lehighton, Pennsylvania.

Help Wanted—(Cont'd)

Announcers

Announcer, young, single, must be an excellent newscaster, able—if possible—to translate news from Spanish or from French. Preference given to Canadian-born announcer. Must be ready to live in St. Lucia, Windward Islands. Please send all details, tape, first letter to: Caribbean Broadcasting Company, Ltd., P.O. Box 121, St. Lucia, West Indies.

Attention: Texas and all points in the south. First phone and announcing school graduate. Some commercial experience with background in all phases of radio. Contact Larry Lessing, 5224 Parkland Avenue, Dallas 35, Texas.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Two men phone 1st—Great Lakes area one combination for radio—other tv excellent opportunity to gain experience. Box 994E, BROADCASTING.

Chief, good maintenance—experienced announcer. Job security and respected spot in well-managed, conservative, sound operation. Ideal small Colorado community life. Box 131F, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Combination engineer and announcer . . . 1st class license required. FM station, New York City. Send tape. Write Box 916E, BROADCASTING.

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Newsman midwest radio-tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 130F, BROADCASTING.

We need . . . two news editors for our top-rated operation . . . journalism background and good voice necessary. Job calls for writing, editing, and airing news. We don't need . . . floaters, prima donnas, or personalities with bottle problems. Send tape . . . salary requirements and resume to Martin Petree, WCOL, Columbus, Ohio.

Immediate opening for serious minded news editor—announcer. Minimum two years broadcast experience required. Good pay, vacations, insurance and retirement plans. WHBY, Appleton Wisconsin, a college town of 48,000. Mutual affiliate, fulltime in business for 38 years. Send picture, tape, and particulars to Radio Station WHBY—600 South Lawe Street, Appleton, Wisconsin.

Progressive production minded station desires first ticket announcer. Salary open, new building, new Collins equipment. Home on premises available, if desired. WMVO, Mount Vernon, Ohio.

RADIO

Situations Wanted—Management

General manager. Eighteen years all phases. Over ten years manager very successful station. Excellent references. Box 867E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager—18 years all phases radio and television—hard working 38 year old family man—heavy radio sales. Last six years manager/commercial manager same company. College degree-excellent references-west preferred. Box 895E, BROADCASTING.

General manager available due to station sale. Fifteen years experience includes every department. Nine years full management small-medium competitive markets. Family man in mid 30's. Excellent references. Box 918E, BROADCASTING.

General manager. Northeast only. Know all phases of radio—if you're looking for a hard worker and producer, I'm your man. Box 942E, BROADCASTING.

California broadcasters. Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 991E, BROADCASTING.

Station manager and PD of college station desire summer employment. Both have previous commercial experience. Work well together, but will consider individual positions. Box 993E, BROADCASTING.

Station manager—Twelve years experience in all phases of radio. First class license, ten years station manager and chief engineer at present station, good administrator, accent on engineering traffic, sales. Excellent references, resume, new owner. Box 996E, BROADCASTING.

Manager. Small station, midwest. Experienced in small markets, all phases. Mature, dependable. Can acquire first phone if necessary. Box 121F, BROADCASTING.

Manager-salesman. Aggressive, imaginative dependable. Progressive record. Ten years all phases. Heavy on organization and sales. Securely employed but seeking advancement. Family, college, 35. Best references. Box 125F, BROADCASTING.

Versatile, young, family-man. 9 years experience, management, sales, program dir. play-by-play, morning show personality. Looking for responsible position with profitable future any phase radio-tv. Will reply to all inquiries, prefer Virginia. Carolinas, Florida. Box 126F, BROADCASTING.

General manager—Proven results in making losing operations pay. Former station owner with fourteen years experience in every phase of this wonderful business of broadcasting. Available due to sale of present station. Family man, young 40. Box 127F BROADCASTING.

In person: Desire to outline to you my twelve year constructive record, manager/sales manager. Favorably known and accepted industry reputation. Top references attending convention will substantiate. Contact Box 149F, BROADCASTING.

Personal contact: If you seek manager/sales manager I'll be attending Convention interested in detailing to you my successful experience background. Nine years radio management; two years major market television sales manager. I'll appreciate opportunity to discuss with you. Contact Box 150F, BROADCASTING.

General manager, creates sales, profits, gets results, convince yourself. Write Box 154F BROADCASTING.

Station sale imminent. 39 year old general-sales manager available shortly after June 1st. Top record, top references, 20 years experience. Desire personal interview. Box 162F, BROADCASTING.

Attention Florida: Manager, strong on sales, programming-announcer. Best references, wants change to small or medium Florida market. Box 165F, BROADCASTING.

General sales-manager. Experienced. 37, college, married. Gallagher, 662 Windsor Avenue, Windsor, Connecticut.

Situations Wanted—(Cont'd)

Sales

June graduate with B.S. degree seeking sales position in New England. Experienced in production, announcing, and some sales. Top references. Box 979E, BROADCASTING.

Sales-announcing . . . radio or tv . . . 9 years experience, 1st phone. Desire resuming first love after 3 years in father's business. 32, married, 2 children. Last position, salesman-announcer WIS-TV, Columbia, S. C. Last radio, WCRS, Greenwood, S. C. Won't brag on myself. The reputation and quality of stations mentioned speak for me. Charlie Aldridge, Winona, Mississippi.

Announcers

Personality, audience builder, production plus, including production spots that sell, well versed in popular music, current events and local affairs, family man, large market only! Box 704E, BROADCASTING.

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Announcer, four years AM experience. Seeking night position, midwest. Married. Box 823E, BROADCASTING.

Veteran, 27, single, wishes start in radio, college student, available summer, sincere willingness cooperate work and learn all phases radio work, will send tape, commercials, news, comedy; picture. Box 901E, BROADCASTING.

Combo man—recent broadcasting school graduate—some experience-salary open. Box 931E, BROADCASTING.

Announcer, 10 years experience, 1 year tv, versatile, friendly, sincere, presently employed, seeking bigger market. Would welcome personal interview. Box 936E, BROADCASTING.

Experienced announcer-dj. Bright sound with #1 ratings in highly competitive market. Box 951E, BROADCASTING.

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Stop! . . . personality . . . 5 years experience, program director 2 years . . . proven audience builder . . . proven saleability on the air . . . family man. Box 956E, BROADCASTING.

Colored announcer dj — fast board, news, broadcast school grad. Rock, pop or jazz. Family man. Box 967E, BROADCASTING.

Top rated, personality, dj. College, experience, first phone. Give complete details. Box 998E BROADCASTING.

Experience as program director, disc-jockey, newscaster (radio and television), and very anxious to obtain knowledge of sportscasting. Worked two years in large midwest competitive city. Prefer midwest location. Box 101F, BROADCASTING.

Dynamically different dj, beautiful resonant voice. Would like to swing into spring in metropolitan market. Minimum $150. Box 102F, BROADCASTING.

Middle-of-road deejay, 3 years, wants same type station—permanently. Box 105F, BROADCASTING.

What? A job—good money—solidarity. DJ news, 3½ years including Chicago. Box 106F, BROADCASTING.

NBC or CBS affiliate? Looking for position where mature announcing desired. Still believe radio is more than 40 records. 6 years in the industry. Box 107F, BROADCASTING.

Remember what radio personalities used to sound like? I still do! No screaming, just good mature delivery with impecable taste. Top rated with adult audiences for five years. Finest references. A lucky strike for a major market station. Outstanding—and he is mild. Box 108E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Presently in major market, fast paced swingin' jock. Box 109F, BROADCASTING.

2 **hot jocks**—A.M. & P.M. We'll make or keep you #1. Box 110F, BROADCASTING.

DJ, 24, draft-free, one year experience, amazing. Ad-lib, extra-ordinary potential, comic bonus, "top 40," anywhere. Box 111F, BROADCASTING.

Experienced announcer-engineer, available May 15th. Now chief of major market 10 kw. Maintenance, recording and production experience in format radio. Prefer northwest or midwest, others considered. Market size no criterion for growing, progressive organization. Family . . . $150 minimum. Box 118F, BROADCASTING.

Beginner with one year training experience. Veteran. 24. Baritone. Good production. Engaged. 1½ years college. Personable. High morals. Prefer Kansas or 100 miles within. Opportunity first. Money minor. Available now. Box 120F, BROADCASTING.

Sports director looking for sports minded station finest of references. Box 123F, BROADCASTING.

Experienced radio personality ready to move to major north-eastern market. Want adult operation dedicated to programming in the public interest. Box 124F, BROADCASTING.

Contagious. Unique. Top personality in six station market. Available. $750.00. Box 132F, BROADCASTING.

Husband; good, experienced first phone morning man. Wife; experienced copy and typist. Both available, or husband alone. Box 133F, BROADCASTING.

Automation — AM-FM experience. Young newsman-announcer. Present employed majjor market top 40. Desire good music on good station. Box 134F, BROADCASTING.

Desire to relocate as announcer, program director with option to sell on commission basis. Experienced, ambitious, serious minded and looking for organization with advancement opportunity. Write Box 137F, BROADCASTING.

Commercial situation wanted soft sell dj first class ticket. Wants to move up and settle now. Married. Box 138F, BROADCASTING.

Announcer, dj, experienced, tight board, smoothe ad lib, a floater—no. a future—yes. Box 142F, BROADCASTING.

First phone. Some experience five kilowatt. Copywriter. News. Sales. East. Box 146F, BROADCASTING.

College student with two years commercial radio experience on pops and top forty looking for summer position with your station. Available June third to September tenth. Tight board, strong on production. Write for tape. Box 148F, BROADCASTING.

Announcer-salesman-writer. Strong commercials, music, news. Good boardwork. College grad, communications major. Seeks permanent position. Box 151F, BROADCASTING.

Speech Major, BA including one year broadcasting theory; minor: Political Science. Seek announcing position; basic experience in news and promotion. Vet, 28, single. Box 153F, BROADCASTING.

Country dj, 26, 3 years experience. Box 157F, BROADCASTING.

Need an aggressive news announcer and disc jockey? 3½ years experience, radio and tv. College, married, 1st phone. Ask for a tape and decide! Box 160F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone (non-maint.). Seeking start as an announcer. No experience. Bright, good personality, will learn. Can do play-by-play sports. 21 years old—veteran. Box 164F, BROADCASTING.

Announcer-D.J. 8 years same station. B.A. Jim Dougherty, 103 Middle Road, Muscatine, Iowa.

Broadacst school graduate with college and sales background. Discover if I have the mature, clear, effective delivery you are looking for. 30, single. Write, wire for tape. Don Johnston, 5756 N. Fairfield, Chicago 45.

Announcer, first phone, combo man, experienced. Will locate anywhere. Paul E. Kidd, Jr., 1926 Palm Grove, Los Angeles, California.

Single, mature, veteran wants newscasting or announcing with station 200 miles NYC that has AP or UPI. Standard, classical. Have serviced accounts. Little selling and copywriting. Have 2½ years in small town. Will accept temporary job during vacation. Joe Martin, 33-15 88 Street, Jackson Heights 72, N. Y. Illinois 7-1680. No tape or resume. Will come for interview. Prefer small or medium market.

Versatile negro announcer looking for work —will travel. 101 West 143 Street, New York City, ADirondack 4-4180, Dick Wilson.

Technical

First phone engineer, 4 years experience AM transmitters, married, desire permanent position in radio or tv in N.E. or N.Y.S. Box 990E, BROADCASTING.

Do you want your engineering department backed by benefit of 25 years construction, maintenance, operation from one to fifty kilowatts? Florida chief engineer desires to join engineering department of progressive growing Florida station as head or staff. Box 117F, BROADCASTING.

Junior college graduate first phone, limited experience in am and fm operations want position where I can learn and grow with station. Prefer west or southwest. Age 22, single available immediately. Box 163F, BROADCASTING.

Experienced first phone desires change Florida preferable will consider all offers. R. R. Armentrout, Box 322, Cowen, W. Va. Phone 226-5667.

First class engineer with some announcing experience, good character, references experienced with 1 kw directional am-fm, licensed ham operator, prefers Tennessee or mid-south. Write Jerry Milligan, WKYB, Paducah, Kentucky or Box 351, Milan, Tennessee.

Production—Programming, Others

Program director-announcer-first phone-sales. California only. Use any or all talents. Available immediately. Box 871E, BROADCASTING.

Promotion merchandising man with years in sales and management desires change after several years in present position. Box 896E, BROADCASTING.

Promotion, merchandising, production specialist. Top market experience. Young, versatile with broad background. Strong on sales promotion and merchandising. Also handle public relations and publicity. Good references and resume. Box 909E, BROADCASTING.

Newsman. Experience includes gathering, writing, and announcing local news. College graduate. Box 997E, BROADCASTING.

Facts talk. Experienced. Best references. Programming/promotion specialty. Box 100F, BROADCASTING.

Announcing school and college grad seeks start in radio news-gathering, writing, broadcasting. Box 145F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Audience, that's what I'll get your news, if your willing to pay the price. Present news director, past P.D., college education, soon to be married, 5 years experience in all phases of radio and tv, reliable, hard worker, and likeable personality. No "hair" today . . . gone tomorrow type. Prefer mid-west location. Box 158F, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Combination announcer-director. Strong on announcing and appearance. $80 base. Eastern United States. Send tape, photograph, and resume. Box 103F BROADCASTING.

Booth man with some on-camera work to polish your style. Send tape, picture and resume to Don Stone, KTIV, Sioux City. Excellent chance for advancement for the right man.

Technical

Channel 12 Mankato, Minn. has an opening for an experienced RCA transmitter man. Not summer relief. Contact D. C. Borchert, Chief Engineer.

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

Engineer with first class license at KMMT-TV Austin, Minnesota. Require person with aptitude for audio-video switching. Maintenance experience not essential. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Chief engineer/announcer for 1,000 watt AM top station in San Joaquin Valley, California. Must be able to carry out organized preventative maintenance program on studio, transmitter and directional antenna. Must be able to handle any trouble shooting: Also take board shift 20-25 hrs. per week. Wire or phone Gary Ferlisi, KSBW-TV, P.O. Box 1651, Salinas, California. Harrison 2-6422.

Wanted: Qualified all round-tv studio technicians. Vacation relief. Contact chief engineer, WBZ-TV, Boston, Mass.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Qualified engineer with considerable experience in building tv stations to erect Channel 21 in California and remain on staff as chief. Excellent apy and climate. Available June 1. Send qualifications and referrals to: Harold Gann, 2300 So. Union, Bakersfield, California.

Production—Programming, Others

Promotion manager, man or woman, wanted by area's number one television station, medium size southeastern market. Qualifications: Take charge station's promotion department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo. Box 899E, BROADCASTING.

Art director—Southeastern capital city vhf seeks man experienced in television art to assume responsibility for all art work, scenic design and to direct photographer. Must be creative and ambitious. Attractive company benefits, pleasant working conditions at multiple ownership station. Please submit resume, recent photo. references and salary requirement to Box 992E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

News director for major market award-winning radio-television station. Only thoroughly qualified executive newsmen should contact Frederick R. Griffiths, WJAR-TV, Providence, Rhode Island.

Half-time television news instructor needed, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

TELEVISION

Situations Wanted—Management

Operations manager. Solid successful tv experience in all phases of station operations, including engineering, programming, production sales and sales management. Proven success in medium, major markets. Available in 60 days. Write Box 935E, BROADCASTING.

Sales

Successful medium market salesman desires larger market more money potential. Experienced, dependable, 37, married, best references. Box 122F, BROADCASTING.

Announcers

Children's show specialist. Personality matched with proven original ideas and top ratings. Six years experience in medium sized market. College grad. Married. Box 999E, BROADCASTING.

Thoroughly experienced tv staff man commercials and news. Seeks move. Box 115F, BROADCASTING.

Technical

TV transmitter engineer, 4 years experience. Tech school graduate. 1st radiotelephone, 2nd radiotelegraph licenses. Married. Age 30. Presently employed. References. Box 905E, BROADCASTING.

Chief engineer, 12 years with group in top 100 markets. Construction, videotape, microwave and management experience. Proven ability delivering management and sales requirements at reasonable department operating costs. 34 years old with excellent industry references and contacts. Box 166F, BROADCASTING.

Production—Programming, Others

Broadcast promotion and production man looking for break into TV. Have top radio references. Good track record. Ideas and ability my best asset. Available now. Box 910E, BROADCASTING.

Experienced tv director, producer, announcer. Have know how, will work. Location not important. Box 129F, BROADCASTING.

Give guts to your tv news. Need a Mike Wallace? Dynamic style, in depth approach assures rapid results. Tape and resume. Box 135F, BROADCASTING.

FOR SALE

Equipment

GE 3kw FM transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition, amplifier needs some work. Complete for $1500.00. Box 934E, BROADCASTING.

Disc recorder Presto K-8, $150.00. Turntables Rek-O-Kut B-12H $75.00; LP-743, $35.00; Gates CB-11, $75.00, or all for $300.00. P.O. Box 1841, Montgomery, Alabama. FOB.

$299 Tapak battery tape recorder, $75. A Gates studioette 51CS, $55. $190 Mohawk message repeater, carrying case, two cartridges, like new, $99. KLIZ, Brainerd, Minnesota.

Presto 6N cutter, 87B low-impedance mixer amp. KLOE, Goodland, Kansas.

FOR SALE

Equipment—(Cont'd)

Complete am-fm equipment. Collins 5kw fm transmitter model #737-A. Collins 1kw am transmitter model #20-V. Dehydrator. AM modulation monitor—General Radio—1931-A. AM frequency monitor — General Radio—1181-A. Price complete package only $7,800.00. FM equipment available now; am summer. First check for $3,500.00 holds everything. WEAW, Evanston, Illinois.

Western Electric 23C audio console, complete, good condition, $295.00. WIFI, Box 3022, Philadelphia 50.

Mobile studio, all aluminum, 14 feet 7 inches long. Custom built like a radio. Call Jim Massey, Mgr. WCKI, Greer, S. C. Telephone Trinity 7-4451 if interested. This mobile studio is as good as new. Completely equipped with two turntables, console, P.A. system, couch, etc. Picture on request. Cost $1700.00. Will take best offer over $1000.00 cash. You will have to deliver.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Ampex 400 single case portable. Manual controls (not solenoid operated). $250. Jon Monsen, 1350 N. Harding Street, Pasadena, California.

Rigid transmission line. Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Successful midwest operator wants to expand to southwest. Cash or terms at your option. Brokers protected. Confidential, of course. Box 633E, BROADCASTING.

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experience. Correspondence confidential. Box 677E, BROADCASTING.

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Equipment

Used Schafer model 1200-GMA automation system playbacks; preparation and control unit. Box 139F BROADCASTING.

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

WANTED TO BUY

Equipment—(Cont'd)

Wanted—A good used, fairly new, 250 watt broadcasting transmitter. Need great, please call, wire or write Radio Station KBYG, Big Spring, Texas. Phone AM 4-4326, P. O. Box 1713. First offers, first buys.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Used tv station equipment. VHF. With remote telecasting equipment, if available. Top prices. Columbia Electronics, 4365 West Pico Blvd., Los Angeles 19, Calif.

Want any excess AM, FM, TV equipments including tubes. Good prices. Electrofind, 440 Columbus Avenue N.Y.C.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for first phone. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Record hops—500 mile radius Cleveland. We'll show your deejays how. Great station promotion. Many original features. Kids love it. Everything furnished. Tommy Edwards, Box 7297, Cleveland 29, Ohio.

RADIO

Help Wanted—Management

SALES EXECUTIVES *WANTED*

Community Club Awards, prestige radio and TV promotion, realigning territories. Openings: Northwest, Inter-Mountain area, Midwest, Southwest and Ohio-Kentucky area. Full time travel, home weekends. Training at New York office. $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000 + potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Performance applicants CCA station experience. Detailed resume, pix first letter. Personal interview at NAB Convention, Mayflower Hotel, Washington, D. C.; or Box 537, Westport, Conn. Phone CApital 7-0841.

Sales

MAJOR MARKET

Southwestern FM group seeks qualified sales managers and first phone announcers. Send all details and references to:

Box 161F, BROADCASTING

Announcers

ANNOUNCER-PRODUCER

With heavy top forty, formula background who wants to try hand with better programming for adult-oriented station in major midwestern market of 750,000. We'll need your resume, picture, and tape on first reply. Salary open. Professionals only need apply.

Box 953E, BROADCASTING

D.J.'s WANTED

Established station. Top 10 market. Western, Pa. Undergoing format change. Need fast, different, mature "Modern Radio" Jocks. Good pay for top men Send tape . . . resume . . . photo to:

Box 143F, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR

Top quality authoritative voice, experienced writer and reporter. Must be able to write and air editorials and commentary. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately. Very fine opportunity.

Box 952E, BROADCASTING

WANTED

News Director
Reporter-Photographers
Announcers
Directors
Art Director
Film Director
Copy-Traffic Supervisor
Photolab Technician
Studio Engineers
Farm Director
Cameramen
Children's Personality

*

Operations crew being expanded for Shreveport's new NBC affiliate. If you are interested in employment in a growing, prosperous Southwestern market, in a fine, new studio layout with an expanding company and a real competitive challenge, send for our application form.

KTAL-TV
P. O. Box 1474
Shreveport, Louisiana

WANTED . . . (NOT DEAD) but . . . Very much alive— 2 MEN . . .

1. PD type with 1st phone who understands and can executive production requirements plus handle his own show for a middle of the road type format. Up to $400.00.
2. A happy morning type guy who will also collect extra bucks on approximately 2000 dolars in billing. This is the second spot in chain of command. $400.00+ . . .

THE IS NOT A BLIND AD. WE ARE PROUD TO SAY WE ARE . . . KMCM, McMINNVILLE, OREGON.

Box #207

Help Wanted—(Cont'd)

Production—Programming, Others

IS THIS YOUR AMBITION?

If you are a mature "air personality" with real production-program know how and want to be program director of one of the northeast's most progressive ADULT radio stations located in one of the nation's fastest growing markets, we would like to talk with you. This is your opportunity to become an integral part of a young, experienced, and aggressive management team with a salary and incentive plan based on your ability to produce the right product. Send tape and resume immediately to:

Box 155F, BROADCASTING

RADIO

Situations Wanted—Management

A SELLING V.P. & G.M. IS LOOKING!

If your station, group of corporation is looking also, perhaps we should get together and review the possibilities. I'm currently V.P. & Gen. Mgr. of group operation. Background includes:

V.P. & G.M. 5 station group (radio & TV)
Gen. Mgr. 1 station (radio)
Gen. Mgr. 1 station (TV)
Sales Manager
Salesman
Program Director
Disc Jockey
Errand Boy

Broadcast background covers production, engineering and consultancy (plus all the basics). Size and location of your organization not a major factor. . . . Home is what you make it!

Reply to Box 168F, BROADCASTING and perhaps we can get together. I will be in Washington for the NAB Convention.

Announcers

TOP SPORTSCASTER AVAILABLE

Program change here releases excellent Sportscaster. One of the most talented, hard-working sports men we know. 14 years experience radio and tv. Top notch reporting and play-by-play coverage in Baseball, Football, Basketball & Hockey. Family man, 38 years old. We recommend him as an excellent addition to staff of any sports minded city. Contact. . . .

Box 144F, BROADCASTING

BROADCASTING MAN

Young man with ideas, seeks challenging and career position. . . . Grad, deep rooted experience in media, reliable and conscientous worker. . . . Be it news, play-by-play, special events, programming, announcer (mike or camera), rockin' D.J. or Good Music D.J., I've done it. . . . Let me hear from you, RADIO OR TV. must make move in June. Will travel anywhere.

Box 159F, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Management

AVAILABLE NOW

A TV Sales Management executive position in Michigan's Second City. Require strong sales and administrative background. Rush experience resume, references and salary needs. All replies confidential.

Box 962E, BROADCASTING

TELEVISION

Situations Wanted—Sales

TELEVISION
SALESMAN - SALESMANAGER

TV experience includes General Sales Manager, top fifty market, National Sales Manager two smaller markets. Know sales thoroughly including local pavement pounding. Radio management experience. Finest references including all employers. Happily married, family, own home age 38. In radio and TV since 1945. Convention interview possible. Let's talk it over.

Box 933E, BROADCASTING

Production—Programming, Others

TV NEWS DIRECTOR

TV newscaster in major market, former news director with 14 years radio-TV news background, seeks large market news director or newscasting position.

Box 128F, BROADCASTING

FOR SALE

Equipment

FINGER TIP CONTROL
FOR
MOUNTAIN TOP FM TRANSMITTERS

with the MOSELEY RRC-10 Radio remote control system. Complete with 950 mc STL, antennas, transmitter control and metering units. For more information visit BOOTH 35B, NAB Convention or write

MOSELEY ASSOCIATES
4416 Hollister Ave. P. O. Box 3192
Santa Barbara, Calif.

STATIONS — FOR SALE

SOUTHERN OHIO

Major market, outstanding daytime facility. $130,000. 29% down. Qualified principals only.

Box 898E, BROADCASTING

FOR SALE
ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment; can be expanded. Now running absentee. Member Better Business Bureau, Bd. of Trade, etc. $35,000 cash required.

Box 983E, BROADCASTING

Michigan Fulltimer

Owners leaving broadcasting.

Firm Price—$100,000

Box 114F, BROADCASTING

Group wishing to purchase radio stations interested in joining experienced operator manager who would like to expand.

Box 147F, BROADCASTING

100% INTEREST

In southeastern 1000 watt daytimer. $5,000 cash, and assumption of $10,000 liabilities. Balance at $500.00 monthly for 6 years, then $200.00 monthly for 5 years. No interest on balance. Total price $63,000. The low down payment and station potential makes this an attractive offer. Only qualified buyers need apply. Write:

Box 152F, BROADCASTING

2 BROADCASTING STATIONS

For sale in large city. Inquire at GUARANTEE RADIO BROADCASTING CO., 1314 Iturbide St., Laredo, Texas.

Ala	medium	fulltime	$ 65M	22dn
Ariz	metro	regional	300M	29%
Calif	small	1kw-D	175M	29%
Fla	medium	fulltime	175M	29%
Ga	single	fulltime	175M	29%
Ind	single	regional	125M	cash
Idaho	medium	daytimer	90M	29%
Iowa	single	fulltime	87M	25dn
La	metro	fulltime	315M	29%
Miss	single	daytimer	40M	15dn
N.C.	medium	fulltime	150M	terms
N.Y.	single	fulltime	48M	cash
N.D.	medium	daytimer	90M	29%
Ohio	single	daytimer	120M	29%
Ore	medium	fulltime	117M	terms
S.C.	single	daytimer	75M	20dn
Tenn	single	daytimer	65M	29%
Texas	metro	daytimer	225M	terms
Va	single	daytimer	80M	25dn
Wash	metro	daytimer	100M	29%

And Others

NAB Convention, Sheraton Park,
Suite B-123-5

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

WESTERN OREGON

Splendidly located 250 watt daytimer. Owner must sell due to illness. $75,000—Terms.

HARRIS ELLSWORTH
Licensed Broker
P. O. Box 509 Roseberg, Ore.

PENNSYLVANIA DAYTIMER

— One Station Market —
$25,000 Down, Good terms
Real Estate Included

W. B. GRIMES & CO.
2000 Florida Ave., N.W.
Washington 9, D. C.
DEcatur 2-2311

GUNZENDORFER

Wilt Gunzendorfer will be at the Sheraton Park beginning May 5 for the NAB Convention. During the Convention he will be available for consultation regarding the purchase and sale of radio and tv properties. Consult the NAB Convention Director for his suite number.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Brand new listings first time advertised. Fla. regional day $160,000 1/3 down—Va. 5,000 watter $215,000 29%—Fla. regional day $175,000 29%—Ga. regional day $225,000 terms.—Fla. major $240,000 terms. Others! PATT McDONALD CO., BOX 9266, GL. 3-8080, Austin, Tex.—Paul Yates, Jr., Box 1396, FA. 2-5488, Sanford, Fla.—Bill Trotter, Box 5411, EX. 7-3219, Memphis 6, Tenn.—Mrs. Gerry Switzer, 1620 W. 3rd., EL. 2-2163, Taylor, Tex.—Jack Koste, 60 E. 42nd., MU. 2-4813, NY 17, NY.

STATIONS FOR SALE

ROCKY MOUNTAIN. VHF. Top network. Gross $250,000 annually. Asking $400,000 plus assumption of obligations. Includes valuable real estate. Terms.

SOUTHWEST. Top market. Old, established full-time facility. Doing $16,000 monthly. Asking $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE
To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.
Box 868E, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST
Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

RADIO and TELEVISION
STATIONS
Ready cash for your unsold time with our Special Promotion Plan.
Write—
Wire—
Call Collect—
THRIFTIME, INC.
527 Lexington Avenue
New York City
PLaza 2-3242

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?
For Best Results
You Can't Top A
Classified Ad
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 130

to change anti-trans. location; make changes in ground system; and change studio and remote control point.

WOSC Fulton, N. Y.—Granted cp to make changes in ant. system; increase ant. height and side-mount fm ant. on am tower; conditions.

KLCB Libby, Mont.—Granted cp to change ant.-trans. and studio location; make changes in ant. system (increase height), ground system, and install new trans.; remote control permitted.

KRDU Dinuba, Calif.—Waived Sec. 3.30(a) of rules and granted mod. of cp to extent of permitting establishment of main studio at Englehardt and Nebraska Avenues approximately one mile northeast of corporate limits of Dinuba.

WZRH Zephyrhills, Fla.—Granted mod. of cp to change ant.-trans. and studio location (same description).

KRAN Morton, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

WORA Mayaguez, P. R.—Granted mod. of cp to change type trans.

WSWM (FM) East Lansing, Mich.—Granted mod. of subsidiary communications authorization for changes in transmitting equipment.

Tv translator

Northern Television Inc., Delta Junction, Alaska—Granted cp for new vhf tv translator station on ch. 3 to translate programs of KTVF (ch. 11), Fairbanks. Action April 25.

License renewals

KVOO Tulsa, Okla.; KOLD Tucson, Ariz.; WAZE Clearwater, Fla.; WBYG Savannah, Ga.; WCBM & aux. Baltimore, Md.; WDOL Athens, Ga.; WAPI-AM-FM-TV, main trans. & ant. & aux. Birmingham, Ala.; WAKE & alt. main, Atlanta, Ga.; WSRO Marlborough, Mass.; WMAZ-AM-FM-TV Macon, Ga.; WENN Birmingham, Ala.; WCRE Cheraw, S. C.; WGBA & aux. Columbus, Ga.; WMIA Arecibo, P. R.; WACL & aut. main Waycross, Ga.; KFKU Lawrence, Kans.; WTHG Jackson, Ala.; WEAR-TV Pensacola, Fla.; KBIA Columbia, Mo.; KCHI Chillicothe, Mo.; KREI Farmington, Mo.: KCRB Chanute, Kans.; WINI Murphysboro, Ill. Actions April 26.

WMDF Mount Dora, Fla.—Granted (1) renewal of license and (2) assignment of license to WMDF Inc.; change from partnership to corporation composed of Hellmut E. and Dorothy C. Lippmann (72% interest) and three new stockholders who purchased collective total of 28% interest. Chmn. Minow not participating. Action April 26.

KASL Newcastle Wyo. — Granted (1) renewal of license and (2) transfer of control from Stella Sue Parrott and William L. Fisher to Northern Wyoming Bcstg. Corp. (Malcolm D. Wyman, president, and two other stockholders have interests in KBBS Buffalo, Wyo.); consideration $40,000. Action April 26.

KWNA Winnemucca, Nev.; KENL Arcata, Calif.; WDSR Lake City, Fla.; WHAR Clarksburg, W. Va.; WVJP Caguas, P. R.; WJCT* (TV) Jacksonville, Fla.: WRUF, WRUF-FM Gainesville, Fla.; WDOV, WDOV-FM Dover, Del.; WKIZ Key West, Fla.; WBAM & aux. Montgomery, Ala.; WHAY New Britain, Conn.; KXLU* (FM) Los Angeles, Calif.; WBPZ Lock Haven, Pa.; WWIL, WWIL-FM, Fort Lauderdale. Fla.; WZOK Jacksonville, Fla.; WMVG Milledgeville, Ga.; WPLK Rockmart, Ga.; WTRW Two Rivers, Wis.; KBMX Coalinga, Calif.; KGEN Tulare, Calif.; WILZ St. Petersburg Beach, Fla.; KFAB Omaha, Neb. (Comr, Bartley dissented); KVON Napa, Calif.; WMIE Miami, Fla. Actions April 20.

Short-term renewals

▪ Commission granted applications of Indian River Bcstg. Co. for renewal of license of WIRA and license to cover cp for WIRA-FM Fort Pierce, Fla., for limited time to May 1, 1962, to afford licensee opportunity to demonstrate that it will operate in full compliance with commission's technical and other rules. Action April 26.

Petitions for rulemaking

FILED

CB and DXing Horizons Magazine, Modesto, Calif.—Requests amendment of rules to change height restriction as relates to ant. of class D stations from 20 foot above height of existing object, to height limit of 30 feet. Ann. April 21.

Huntsville Bcstg. Co. Inc., Huntsville, Ala.—Requests allocation of ch. 25 to Huntsville, Ala., by making following proposed changes:

	Present	*Proposed*
Huntsville, Ala.	31	25, 31
Guntersville, Ala.	40	62
Humboldt, Tenn.	25 (1)	68
Dalton, Ga.	25	71

Ann. April 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING April 27

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,531	42	132	801
FM	794	69	200	122
TV	486[1]	56	86	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING April 27

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (Jan. 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Physical Fitness Programs Require Sensible Planning

Regular Exercise, Well Balanced Diets, Mental Growth Are All Elements of the Training Our Young People Need

Sore Feet, Aching Muscles Predicted

Forrest Evashevski, Iowa's all-time great football coach who is serving as physical fitness adviser to the Youth Peace Corps, feels that one of the first tasks facing the Corps in its training program is to teach our young people how to walk since most of them will have to rely upon their own legs and feet for much of their transportation while they work overseas. While this might seem amusing to some people, actually it is a confession of failure in our training of our young people that should arouse all of us.

It seems almost ridiculous to discuss the need for a highly civilized country to teach its young people how to walk, but this is exactly what we must do since we have so blindly ignored, most of the time, the fact that good health is not something conferred upon the human being but instead is the earned reward for developing sane and sensible bodily care habits from infancy on.

President Kennedy has taken action to make the American people more conscious of the need for physical fitness programs, and this is an important step forward. It seems that most of us give far more attention to keeping our automobiles in excellent running order than we give to keeping our own bodies in good shape—from the weight control point of view as well as in terms of general good health and a feeling of well-being.

Many Factors Affect the State of Fitness

While there is nothing new about the appeals for more physical fitness programs, it is certainly to be hoped that now we might actually realize how much we really need such efforts and proceed to develop sensible programs. There are some enthusiasts who feel that physical fitness is nothing more than a matter of doing calisthentics an hour each day. There is an endless parade of food faddists who promise that good health results from eating one special "nature food" or another.

Physical fitness—or the good health of the body—is not the result of exercise nor of diet alone. Each human being is a completely different individual from every other human being. No one program of body conditioning and maintenance fits all of us. The best that the scientists can do is to set down some general rules to which each of us must learn to adjust our own individual selves.

Fitness is a combination of many things. It includes feeding the body the proper kinds of foods in the right amounts to provide all the essential food nutrients and adequate, but not excess nor too little, energy. Obesity cannot be part of physical fitness. A body properly nourished then must be used so that our muscles develop and remain useful to us. For most of us, walking provides the simplest and best form of exercise, but any kind of exercise, provided it is done regularly and not just on weekends or in the summer months, helps us to keep fit.

Training Must Begin Much Earlier

The subject of physical fitness is of little concern to most of us until we realize that we aren't fit, that we aren't getting out of life all that we had hoped to simply because we must waste too much time taking care of bodies that in so many cases are needlessly much less fit than they should be. Teaching our children, very early in life and all through the school years, proper care of their physical selves is certainly as important as concentrating on teaching them to enjoy spectator sports and to use their mental capacities. They must be taught sound eating habits and be helped in developing exercise habits that they will find pleasant and will continue throughout life.

Except for the professional athlete whose livelihood depends upon the state of his physical fitness, such bodily fitness is not an end in itself, of course. It may be that we have failed to teach physical fitness adequately because we have not fully realized that, for most human beings, mental achievement comes easier to those who have learned how to nourish and to care for their physical selves in order to have a sound body in which the brain can operate efficiently.

Physical fitness programs deserve much more of our attention, as parents and as citizens of our communities, but let's approach these programs on a sane and sensible basis. Let's not look at them as merely expanded athletic programs for our schools. All of us ought to work with school and other young people's groups, as well as those organizations concerned about us older folks too, to help develop the kind of physical fitness programs that will encourage long-lasting and pleasant habits.

As dairymen whose products have played an important part in providing for the American people a highly nutritious diet, we pledge our support to President Kennedy and to all others who seek to develop sensible physical fitness programs.

AMERICAN DAIRY ASSOCIATION
The Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Robert Dennis Wood, vp and manager, KNXT (TV)

To know what people want, get out among them

"When you're a station manager you can't operate in a vacuum. You must know what's going on in your community if your station is going to be any sort of an influence in it," Robert Wood, general manager of KNXT (TV) Los Angeles, said last week.

Practicing what he preaches, Mr. Wood can be found several times a month on the rostrum of some citizens' group—PTA, businessmen's service club or some other civic organization—explaining his station's programming policies and practices.

"Meeting your audience face to face on their own ground is one very good way to learn how your programming is going over," Mr. Wood observed. "They're really interested in what they and their children are getting from tv and they don't pull their punches. But neither do they stint their compliments when they like what they watch. I always come away from these sessions with a zeal to do a better job than we are doing, and I believe we're doing a pretty good job already."

Pointing With Pride ▪ One of KNXT's achievements of which Bob Wood is especially proud began last New Year's with a local live 90-minute broadcast of G. B. Shaw's "Candida" which won such critical acclaim and audience approval that it was expanded into a series of five programs. The second, "Affairs of Anatol," aired early in April, was also well received. The rest of the programs aren't set, but the third may well be an American historical drama, broadcast on the Fourth of July. Lincoln Savings & Loan, which sponsored "Candida," is going along with KNXT for the full series.

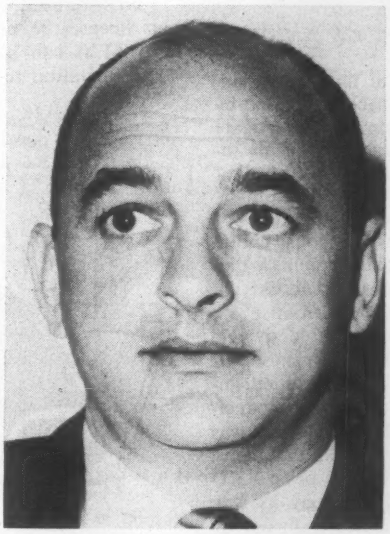
Another of his special prides is *Odyssey*, an educational series that goes on five mornings a week at 6:30-7 a.m. "It's easy to laugh at the idea of scheduling a serious series at this hour of the day," Mr. Wood declared, "but it's not so easy to laugh off a daily audience of about 75,000 people. We suspect we couldn't reach as many with these educational programs at any other time. Many viewers are teachers, who have to be in their classrooms by 8 a.m., but our mail tells us there are a lot of viewers with no reason for watching except that they enjoy what they see with their breakfast coffee or before they get out of bed."

More Public Affairs ▪ "Then there are our special documentaries, like 'Hellflower' on the narcotics problem, which got us a lot of appreciative comment from civic leaders. And our regular weekend shows like *Insight*, on Sunday, with religious leaders presenting the teachings of the Bible to today's viewers in today's idiom. Or Saturday's noontime *Look and Listen*, explanations of the world around us that I enjoy watching with my own youngsters. Not to mention our 30 news programs a week and our sports shows like the Saturday races now and the Rams football games in the fall.

"It's a funny thing. I started in broadcasting in sales and spent all my time in sales until I got to be manager. Now sales are only one of my concerns. Being sales oriented, I can catch up quickly on problems in that area. Consequently, much of my times is spent with our program and public affaris people to see what we can do that's better than what we have done."

Almost a Native Son ▪ Robert Dennis Wood missed being a native Californian by two months, that being his age when his family moved from Boise, Idaho, where he was born April 17, 1925, to Beverly Hills, where Bob spent his boyhood. He graduated from Beverly Hills High School in 1942 and promptly enlisted in the Navy, spending 3½ years as a pharmacist's mate, chiefly in the South Pacific.

Back home at war's end, Bob resumed his education at USC, where he majored in advertising. Inspired by a talk with Donald W. Thornburgh, then vice president in charge of the CBS Western Div. and manager of KNX, CBS-owned radio station in Los Angeles, he jumped the gun and went to work as traffic manager of the KNX sales department a month before his graduation in June 1949. A year or so later the combined lure of tv and actual selling moved him to the sales staff of KTTV (TV), then the Los Angeles affiliate of CBS-TV. Early in 1951, CBS acquired KTSL (TV) and re-christened it KNXT. Bob stayed on with the now independent KTTV for about another year, then returned to the CBS fold as a salesman at KNXT.



KNTX's Wood
Face to face

In 1954, Bob went east for a stint of Madison Avenue selling as an account executive for CBS Television Sales. The next year he returned to KNXT as sales manager and, on Jan. 1, 1960, was named vice president and manager.

Freeway Fun ▪ In 1949, the same year he got his degree and his first job at KNX, Bob married Nancy Harwell, whom he'd met on campus at USC. They are the parents of two children: Ginny Lu, 8, and Dennis, 5. The Woods live in the Hancock Park section of Los Angeles, an easy 10-minute drive from Bob's office, "but in an emergency I can get there in five and I usually do," he commented. "I only wish I could solve the problems that fast." Credit for getting him there handily goes to his Porsche, whose red body Bob keeps as shiny as a Christmas tree ornament. "It's fun to drive and out here we spend so much time driving that a sports car is one way you can enjoy yourself," he observed. "In a market like this, where we have six other tv stations to compete with, plus more than 40 am and fm radio stations and about 200 newspapers and outdoor advertising and magazines, there's no time for any other hobby."

Active in USC affairs as an undergraduate, Bob Wood has maintained close contact with his alma mater and today is a trustee of an educational foundation and a member of the master plan committee which is now preparing a campaign to finance a multi-million-dollar expansion of the present USC campus. He is also a director of the Los Angeles Better Business Bureau and a member of the Chamber of Commerce, both the L.A. and Hollywood advertising clubs and various other civic and business organizations.

Bob admits to being an avid sports fan. His idea of the perfect way to spend a Saturday afternoon is watching a football game, preferably USC *vs.* UCLA, but he will accept almost any other sports event as a satisfactory substitute. His friends say, somewhat ruefully, that he has modestly overlooked mentioning a remarkable aptitude for draw poker.

EDITORIALS

Why and what for research

THE television audience is quite possibly the most thoroughly counted and least understood body in existence today. Statistics are endlessly available to show that practically everybody watches television. But why do people watch? What do they look for, and what do they get out of it—and what is the difference between the two?

Up to now, questions like "why?" and "what for?" have been largely overshadowed—if not entirely overlooked—in the rush to find out "how many?" This is not to belittle the importance of the numbers. But it does seem strange that the people who want most of all to please the viewer with their programs and sell him with their commercials should have shown so little interest in finding out what sort of person they're dealing with—or trying to deal with—and what he himself expects from them.

Some pioneering work in this area was completed recently for Campbell-Ewald of Detroit, one of the country's major agencies, and it makes fascinating reading. Details are published elsewhere in this issue; we recommend them to everyone engaged in any way in the television business: broadcasters, programmers, advertisers and agencies alike.

Campbell-Ewald's psychological and sociological study of viewer attitudes confirms much that has been assumed or suspected all along. For this alone it is valuable. But it also refutes some elemental assumptions, and turns up new ideas and trends that could have a fundamental bearing on future tv programming and advertising.

Perhaps the most significant general lesson is that today's television viewers are not the captive audience most of us like to believe. The study finds the viewer independent, restless—and in many cases dissatisfied. Although he is still watching as much as ever, he is watching differently and he is in a mood to do something else entirely—unless television maintains its hold by keeping up with his constantly changing tastes.

The findings are instructive as well as fascinating. We would hope, with Campbell-Ewald, that much more of this kind of research will be done in the future. We hope so for the viewer's sake and for television's sake—which in the end are synonymous.

Throwing the book

ALL doubts about the FCC's intention to toughen its enforcement of broadcast regulations can be composed by a reading of the issues that the commission will investigate in its consolidated hearing of the several related deals involving NBC, RKO General, KTVU and Crowell-Collier in Philadelphia, Washington, San Francisco and Boston.

The issues, as announced last week, include questions of antitrust violations, trafficking in licenses and construction permits, the broadcast of "alarming announcements" that "incited fear," the broadcast of vulgarities, broadcasts in bad taste, operation at unauthorized power, promise vs. performance and exceeding the limits of multiple ownership. Those questions were raised about one or more of the numerous parties involved, and to them was added another: a question whether the huge Philco Corp. is financially qualified to operate a tv station. That question was raised because in Philco's application for NBC's tv facility in Philadelphia (one that NBC wants to dispose of to RKO General) the letter affirming Philco's ability to pay its way was signed by the company president and not endorsed by the company board.

This could be a bloody hearing, no matter which of the charges—if any—are sustained. Major companies are involved, Westinghouse and the *San Francisco Chronicle* in addition to those listed above. The mere setting of a hearing on so complex a collection of transactions and with so disparate a group of powerful entities is in itself a strong indication that this FCC likes the letter as well as the spirit of its laws.

The danger, of course, is that the commission will get tougher than it has to. The temptation to seize power becomes the more irresistible as more power is seized.

Oh promise me

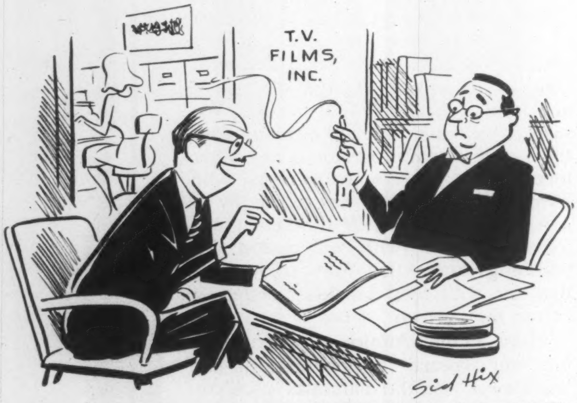
THE American Federation of Musicians learned the rudiments of not missing any bets under the tutelage of its longtime boss, James C. Petrillo. Last week the union turned up a new bet which might just become one of the biggest it hasn't missed in broadcasting.

The AFM discovered the FCC's new interest in measuring performance against promise when considering applications for license renewals. The union asked the FCC not to renew the license of WWL-TV New Orleans because the station had failed to broadcast the amount of live music it had said it would when it was competing for the facility against other applicants.

If this attempt to bulldoze a station into hiring musicians were to succeed, the way would be opened to an endless chain of similar cases. The station that said in its application it intended to carry a local dramatic show could be hit on license renewal by the American Federation of Television and Radio Artists if the show had been discontinued. Never mind that conditions changed from the time of promise to the time of license renewal. If the station originally promised to do the live show, it coincidentally made a commitment to hire live actors. Or at least that is the reasoning of the AFM petition last week.

Of course, the trouble here is not with the AFM—greedy though its purposes may be. It is with the FCC's original reliance upon programming promises in the comparative hearings from which most television stations came and in its present preoccupation with the fiction of promise vs. performance.

To win, an applicant had to promise the moon. To keep his license, he must now deliver it. In the circumstances, the AFM can hardly be blamed for trying to muscle in. The invitation to do so was issued by the government.



Drawn for BROADCASTING by Sid Hix

"Now here's a civil war script with a new twist! It has two brothers, both fighting on the same side!"

KCMC-TV
Texarkana, Texas-Arkansas
announces the change of its call letters to
KTAL-TV
effective May 1, 1961

... AND THIS IS JUST ONE PART OF THE OVERALL "KAY-TALL" PREPARATION FOR ITS IMMINENT PREMIERE IN THE COMBINED SHREVEPORT-TEXARKANA MARKET AND SERVICE TO OVER 300,000 TV HOMES FROM THE TALLEST TOWER IN THE SOUTH ... 1,579 FEET ABOVE AVERAGE TERRAIN!

BLAIR TELEVISION ASSOCIATES
National Representatives

Walter M. Windsor
General Manager
James S. Dugan
Sales Director

KTAL-TV
Full Power, Channel 6
Slattery Building—Shreveport, La.
Summerhill Road—Texarkana, Texas

EXCLUSIVE NBC OUTLET FOR SHREVEPORT AND THE ARK-LA-TEX SEPT. 3, 1961